

AUG 12 1914

August 13, 1914

10¢



Leslie's

Illustrated Weekly Newspaper
Established in 1855



Christianity's Crusade Against Mohammedanism



A STRIKING CONTRAST.
Moslem street praying in Calcutta,
Christian church in background.

WHICH shall prevail, the cross or the crescent? Mohammedanism is Christianity's strongest rival. One-seventh of the human race lives under the crescent, and the proportion is increasing yearly. In Africa, Mohammedanism is spreading three times as rapidly as Christianity. During the last decade the Moslem population of India increased by nine per cent, while the population in India increased by only two per cent. In the British Empire there are five million more Moslems than Christians. To-day nearly all the sacred places named in the Bible are under Mohammedan rule. Alarmed by the rapid progress of Mohammedanism a modern crusade has been inaugurated against it. Not the sword, but the primer and blackboard, will be its weapon.

Illiteracy and ignorance are the chief bulwarks of Mohammedanism. Among ignorant pagans new adherents are won most readily, while the faith always loses prestige

it has prevailed, the vast majority of Moslem children are stunted both in mind and body. Infant mortality is enormous, ranging from 50 per cent. in Sierra Leone to 75 per cent. in Morocco. It is estimated that in Persia only one child out of ten reaches the age of twenty. The schools which they have do not deserve the name. Their highest institution of learning, the Azhar, or "Moslem University," at Cairo, still clings to the Ptolemaic theory of the universe, which makes the earth the center around which the sun and stars revolve.

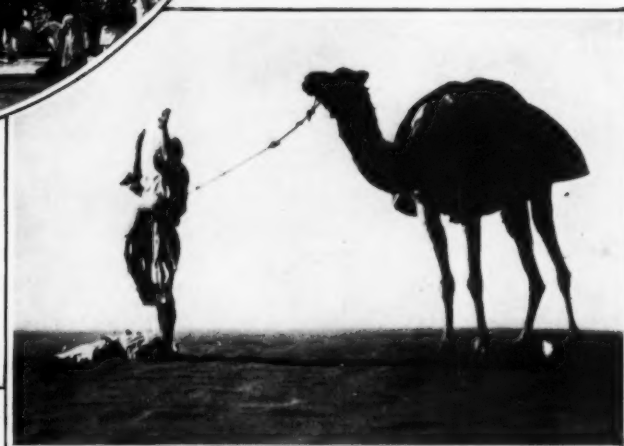
The purpose of the present movement is first of all to accurately tabulate conditions in the Mohammedan world, and then to devise ways and means of introducing modern educational methods under Christian direction in Moslem countries. The experts conducting the survey will cooperate with all the mission boards working in Moslem territory and with government officials in arriving at the most



A MOSLEM CEREMONY.
Washing hands and lips,
Delhi, India.



FANATICAL MOSLEMS BEATING THEIR
BREASTS.
Chest of central figure pierced with sharp instruments.



PRAYER AT SUNRISE.
The spirit of Mohammedanism on the Sahara.

and power among civilized nations. The Continuation Committee on Mohammedan lands of the World's Sunday School Convention held at Zurich, Switzerland, last summer is initiating the crusade, and the philosophy of the movement is that the rejection of Mohammedanism will follow naturally upon education and enlightenment. The dense ignorance existing among the 80,000,000 children of the Moslem world will be attacked first of all by a scientific study of conditions. Statistics show that from 75 per cent. to 95 per cent. of the Mohammedans in Asia and Africa are unable to read or write. As a result of the ignorance, superstitious practices, early marriages, and licensed immorality which are incident to the Mohammedan religion wherever



MUEZZIN CALLING TO
PRAYER FROM A CON-
STANTINOPLE MINARET

effective methods of teaching, the best types of childhood literature, picture tracts and simple text books. The Continuation Committee will make a complete report of its findings at the World's Sunday School Convention to be held in Tokyo in 1916, by which time the plans for the modern crusade against Islam will have been matured. Long experience having shown it to be almost impossible to turn adult Mohammedans from their faith, the effort will now be to capture the children, who are eager to get an education which they cannot receive in their own schools. Mohammedanism has always been the least fruitful part of missionary territory, but under this method of crippling its hold upon the children through education, the next decade or two will doubtless tell another tale.



Free for the Asking

The object of this Department is to help our readers solve their Motor troubles. If you **contemplate** the purchase of any motor-driven vehicle or boat, but are in doubt as to what particular type is best suited to your needs, we will give you **unbiased** information that may help you solve the problem.

MOTOR DEPARTMENT LESLIE'S WEEKLY

225 Fifth Avenue

New York

Gentlemen:

I am considering the purchase of a

(Give name of make if you have any preference or the price you want to pay.)

Motor Car

Motor Cycle

Motor Boat

Please help me in its selection and give me, free of charge, the following information:

Name

Address

If your interest is centered in a Motor Car, Cycle or Boat; whether your problem relates to Motor, Operation or Routes, the Motor Department is at your service.

Fill out this coupon and mail immediately.

MOTOR DEPARTMENT LESLIE'S WEEKLY

225 Fifth Avenue

New York City

Gentlemen:

I own a
(Give make's name and year of model.)

Motor Car

Motor Cycle

Motor Boat

Please send me free of charge the following information regarding

From to

Accessories

Selection or care of tires

Repairs (Give nature of Trouble)

Name

Address

Leslie's

Illustrated Weekly Newspaper

THE OLDEST ILLUSTRATED WEEKLY NEWSPAPER IN THE UNITED STATES
ESTABLISHED DECEMBER 15, 1855

Edited by JOHN A. SLEICHER

"In God We Trust"

CXIX

Thursday, August 13, 1914

No. 3075

CONTENTS

Cover Design, "A Backhand Stroke."	Drawing by GORDON GRANT	146
A \$5,000,000 Gift to a Great Museum. Photos	E. W. KEMBLE	148
Anno Domini, 1914. Cartoon		149
Editorial	OSWALD F. SCHUETTE	150
Battling With the Army Worm. With Photos.	MAURICE SWITZER	151
The Cost of Living—Who Pays the Advertising Bills. With Illustrations.	Photos by MRS. C. R. MILLER	152
	CHANCELLOR JAMES R. DAY	153
The Servian Capital Taken by Austria.		154-5
Why Millions Are Out of Work	Ed A. GOEWY	158
People Talked About. Photos	FRANCES FREAR	159
Pictorial Digest of the World's News	H. W. SLAUSON	160
The Old Fan Says. Illustrated by "Zim"	ONE OF THE SUFFERERS	162
In the World of Womanhood		164
Motorists' Column.		166
A Blow at New England's Prosperity		167
Jasper's Hints to Money-Makers.		
The Greatest War in History.		
Christianity's Crusade Against Mohammedanism. With photos.		

New York Office: Brunswick Building, 225 Fifth Avenue; Western Advertising Office: Marquette Building, Chicago, Ill.; Washington representative, 31 Wyatt Building, Washington, D. C. Branch Subscription Offices in thirty-seven cities of the United States.

European Agent: Wm. Dawson & Sons, Ltd., Cannon House, Bream's Bldgs., London, E. C.

Subscriptions and advertising for all the publications of Leslie-Judge Company will be taken at regular rates at any of the above offices. Annual cash subscription price \$5.00.

Persons representing themselves as connected with LESLIE'S should always be asked to produce credentials.

CHANGE IN ADDRESS. Subscriber's old address as well as the new must be sent in with request for the change. Also give the numbers appearing on the right hand side of the address on the wrapper. It takes from ten days to two weeks to make a change.

Copyright 1914, by Leslie-Judge Company, Publishers. Entered at the Post-office at New York as Second-class Mail Matter. Entered as Second-class Matter at Post-office Dept., Canada. Cable Address "Judgark." Telephone, 6632 Madison Square. Published weekly by Leslie-Judge Company, Brunswick Bldg., 225 Fifth Ave., New York. John A. Sleicher, President. Keuben P. Sleicher, Secretary. A. E. Rollauer, Treasurer.

To Contributors: LESLIE'S will be glad to consider photos submitted by any amateur or professional.

Contributors are requested to state—1. Whether such photographs have been previously published. 2. Whether they have been sent to any other paper. 3. Whether or not they are copyrighted. If no copyright appears on them the legal assumption is that there is no liability on our part for their use.

The Editor is always ready to consider short stories or articles, which should be typewritten on one side of the sheet only, and should not exceed 3,000 words.

ANNOUNCING NEW PACKARD MODELS

We are now accepting orders for the new series of Packard motor carriages—deliveries beginning September 1.

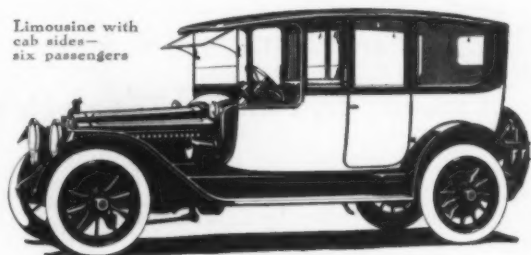
The Packard "3-38" and "5-48" contain all the essential features of the previous model, and in addition those refinements which would naturally accrue at this advanced stage of Packard development.

Twenty styles of open and enclosed bodies, ranging from two to seven passengers, give a wide choice suited to every use and satisfying the individual taste.

Catalog on request.

PACKARD MOTOR CAR CO.
DETROIT • MICHIGAN

Limousine with
cab sides—
six passengers



In answering advertisements please mention "Leslie's Weekly"



NABISCO Sugar Wafers

THESE incomparable sweets are the most universally popular of all dessert confections. Whether served at dinner, afternoon tea or any social gathering, Nabisco Sugar Wafers are equally delightful and appropriate. In ten-cent tins; also in twenty-five-cent tins.

ADORA

Another dessert delight. Wafers of pleasing size and form with a bountiful confectionery filling. Another help to the hostess. In ten-cent tins.



NATIONAL BISCUIT COMPANY



Anno Domini 1914

CHORUS OF CHRISTIAN (?) NATIONS—*That must be a joke!*

Drawn for Leslie's by E. W. KEMBLE

Leslie's Illustrated Weekly Newspaper

New York, August 13, 1914

EDITORIAL

Let the Thinking People Rule!

Listen! Young Man

COMPLAINING young man, a word to you: Are you finding fault because the world isn't doing the right thing by you?

Do you think your hours of service are too long, your wages too low, and your work too hard? Kindly ask your father in the light of his experience what he thinks about it.

Let him tell you what the hours of labor were when he was a boy—the meagre wages he received, the unsanitary surroundings of the shop, the lack of holidays or even half holidays, the early call to duty and the late blowing of the whistle when evening came.

Your father knows about it, especially if he is native-born. If he came from a foreign land within recent years, he may not recognize all the wonderful changes in industrial conditions that have signalized the progress of this country since the terrible war between the States.

Let your father tell you of the frugal home of his boyhood days, the meagre fare, the lack of luxuries, and the absence of summer vacations. Let him tell you how happy he and your mother were under conditions that to you would impel a spirit of revolt.

Young man, the world has moved. You are far better off than your father was. You are enjoying shorter hours, better wages, more holidays, and your regular summer vacation. All the surroundings in your office, shop or factory are much better than your father had. At your home there are soft carpets on the floor, curtains and screens on the windows, sanitary bathing apparatus and a telephone.

There are not only sewing machines for the good mother, but you will find an organ or a piano and perhaps a talking machine for your sister. Your table is well supplied with what you need and with many things that in your father's boyhood were luxuries far beyond his reach.

Stop and think of these things, complaining young man, and then answer the question: "Are you as good a citizen as your father?"

A Prediction!

THIS country owes much to its business men. Yet they are practically unrepresented in Congress. As Mr. Frank A. Vanderlip, president of the National City Bank of New York, recently said: "They have abandoned the franchise, resigned their sovereign rights and taken an attitude crouchingly awaiting the onslaught of a hostile public opinion, a public opinion usually half informed as to facts—which is largely the fault of the business man himself—in great measure ignorant as to principles, frequently led by demagogues whose sole lights have been personal ambition or party service."

Mr. Vanderlip makes an earnest appeal to business men to organize, take an active interest in politics, hold agitators up in their true light and openly fight to defeat every demagogue who seeks a seat in Congress. He might have urged further that the business men of this country, following the suggestion of Mr. Henry B. Joy, should patronize only the advertising columns of publications that stand for the welfare and prosperity of the country and the highest patriotism of its citizens.

A letter to the editor of *LESLIE'S*, from a prominent business man in Seattle, advises us that the president of the Chamber of Commerce of that enterprising city has entered the race for the State Senate upon condition that Spokane, Tacoma and other cities in the State will make similar business men's campaigns. The writer adds: "A nationwide movement of this sort is what we need to cure our ills. Business men have got to do something besides deplore what has happened; they have got to get into politics and take a live, active interest. The demagogues are working overtime and the patriotic people of all classes must get busy."

We venture the prediction that at the approaching fall elections, the people will make it clear that they are not against, but *for* business—big and little. We venture the further prediction, as soon as this verdict shall have been rendered, there will be an awakening of business and a general revival of prosperity. The workshop, the store, the bank, the railway, the factory all will welcome the change. So will the pay envelope and the dinner pail.

We have reason to add that some of the Democratic leaders at Washington know this and fear it, as well they might.

The Real Fruits of Liberty

BY LORD MACAULAY

THE final and permanent fruits of liberty are wisdom, moderation and mercy. Its immediate effects are often atrocious crimes, conflicting errors, scepticism on points the most clear, dogmatism on points the most mysterious. It is just at this crisis that its enemies love to exhibit it. They pull down the scaffolding from the half-finished edifice; they point to the flying dust, the falling bricks, the comfortless rooms, the frightful irregularity of the whole appearance; and then ask in scorn where the promised splendor and comfort is to be found. If such miserable sophisms were to prevail there would never be a good house or a good government in the world.

Unfair!

SO long as men are what they are, with all the common frailties of humanity, some unfair practices will prevail. They will be the exception and not the rule. Success by criminal practices deserves condemnation and usually gets it, as it should and always will.

If they are found occasionally in business dealings, they are found no less in dealings with men in professional and every other walk of life. If capital, in exceptional instances, deals unfairly with the public so does labor and so do the politicians. Ours is not an angelic world. It never will be, otherwise heaven would have no attraction.

The proposition to have a politically appointed commission decide as to what is fair and unfair in business would make matters worse. If the business man is not to be trusted, shall we displace him for the politician with all his tricks and intrigues to capture the voter at any cost?

To the business man a reputation for fair dealing is a most valuable asset. It means credit at the bank and confidence on the part of the customer. It is essential to success. A commission made up of politicians would not be under the same inducement to deal fairly and impartially in the administration of its affairs.

The business of the politician is to maintain his party's supremacy on which his own welfare depends. He dispenses patronage and favors in such a way as to try to win the voter's support. It is lamentable that this is true but everyone recognizes the fact.

It is vain to talk about the correction of wrongs and the regulation of business by trusting the work to a political commission. Business would suffer under such regulation. Note the record of the Interstate Commerce Commission.

Could there be a more startling object lesson in incompetence, incapacity and inexperience?

Democracy's Outlook for 1916

THE age line is being drawn against Champ Clark, for great parties seldom nominate men of over sixty years of age these days, and he will be sixty-four when the next presidential convention meets. His favorable time was 1912, when the rupture in the Republican party would have elected any Democrat, and when it did choose a much weaker man than either Clark or Bryan. Clark is a rugged man with a much finer character than he is generally given credit for. But the Republicans may not be so generous with their favors to their opponents in 1916. Probably they will not be.

Clark himself predicts that the Republicans will nominate Senator William E. Borah of Idaho in 1916. In any case they will probably nominate some man who was not prominently mixed up in the fracas of 1912. The two leading Republican figures of that year have made themselves unavailable for 1916, and a change of candidates will be absolutely essential in the interest of the party. Some strong men are coming to the front among the Republicans.

Although youth is still on his side, Bryan appears to have taken himself out of the list of presidential availabilities. His acceptance of favors from Wilson has weakened him among the masses of the stalwarts. He was master of the Baltimore convention, and could have given the nomination at any time to Clark had he wished to. But until almost the last ballot was taken he had hopes of getting it himself, and under conditions which would have made his election as easy as that of Pierce in 1852, when the Whig party was split in the middle.

But Bryan and good luck have parted company. Today there is as little magic in his name as there is in that of the ordinary wheel horse in his party.

The Plain Truth

SANITY! We would like to see the Hon. Samuel W. McCall Governor of Massachusetts. It is about time.

EDUCATOR! One of our appreciative readers writes to the editor of *LESLIE'S* and says: "Such a magazine as you are printing is the best educator in this uneasy and disturbed country that I know anything about." And this from a Western man. His home is in Colorado. With it comes a letter from a working man, a member of a union in Colorado. He says he believes with *LESLIE'S* in fair play for labor and capital and that he "talks this" at the meetings of his union and always has attentive listeners. The prosperity of the country is the great issue—not partisanship, not the success of any class, but the happy home, contented children, the simple and the peaceful life.

PEACE! There is no profit in war for anybody. Those who figure that a great European struggle will be to the advantage of the United States, figure blindly. All the world is kip. The bloodshed, agony, and waste of men and materials in a European war would surely be felt here across the Atlantic. It is strange, indeed, in this era when all the world is preaching peace and the great tribunal at Hague is open to every mediator, that a spark of war in little Serbia seems to threaten the security of a continent. For half a century the Balkan war cloud has been talked about and every one has feared that it would overspread the sky. Austria had reason to demand an apology from Serbia for the assassination of Prince Ferdinand and his wife. It was promptly given with a reservation so remote that it scarcely seemed worth noticing. But little things start big wars. We were on the verge of war with Mexico over the firing of a few guns, more or less, in a salute to the flag by Huerta. Diplomats love to quibble. There can be no war without money and if the peacefully inclined will refuse to provide millions for war purposes there can be no strife between the nations. Let lovers of peace think of this and direct their movements accordingly.

EXTRAVAGANCE! Any private corporation that wastes money as Uncle Sam has been accustomed to waste it, would be bankrupt in a month's time. In the Government Printing Office at Washington the wildest extravagance has prevailed for years. At the present time, according to Representative Barnhart of the House Committee on Printing, there are approximately one thousand tons of useless printed documents in the Government storehouses, and within the last six years more than 6,000,000 uncalled-for volumes have been printed at an enormous expense. The waste in the printing of useless documents amounts to about \$1,000,000 annually. The House Committee on Printing, after a thorough investigation, has filed a bill which would make the Government Printing Office directly responsible to Congress and which would empower the joint committee on printing to eliminate duplication of work and unnecessary printing of all kinds. As an example of possible economies the committee estimates that a simple curtailing of the much-abused "leave to print" privilege, by which Congressional orators extend their remarks in "The Record," will effect a saving of \$100,000. In these days when the Federal Government is laying down rules for the regulation of business, and appointing commissions to pass judgment upon rates, prices and trade methods, it is very timely for the Government to eliminate its own extravagance and inefficiency. The people have a right to demand from the Government a full dollar's value for every dollar spent.

COMPARISON! One of our great denominations—the Northern Baptist—met in general convention, reports a membership of one and one-third million people. The fact that the magnitude of its missionary and educational work and its local church support entitles it to the designation, "a billion dollar denomination," is not so significant as the fact that it represents considerably more than a million of people united by a common faith and common purpose. What a power this million would be if directed with the force of unanimity upon the social and moral problems of our day! If labor unions, representing half a million voters, can so impress themselves upon our legislators at Washington that the latter fall over one another to grant the unions a most extraordinary exemption from the operation of the anti-trust law, what should be the influence of more than double that number when presented solidly upon any great moral cause? The Northern Baptist Convention represents but one branch of the Baptist denomination. There are more than a score of other Protestant Churches, smaller and larger, to be heard from, besides the great Roman Catholic Church with its conservative tendencies. We do not mean to suggest that the churches should "lobby" at Washington or at State capitals, but if half a million labor voters can exert such influence upon Congress, would not the millions of church voters receive respectful attention if they could unite upon some of the many questions which are undenominational, but social and moral, in their nature?

Battling With the Army Worm

By OSWALD F. SCHUETTE,

LESLIE'S WEEKLY Bureau, Wyatt Building, Washington, D. C.



Moth of the True Army Worm



Moth of the Western Army Worm



Moth of the Fall Army Worm

EDITOR'S NOTE: This is the first of a series of articles, by our Washington representative, on insect pests whose ravages cost the nation annually many millions of dollars. LESLIE'S has, in the past, fully informed its readers as to the necessity of eliminating the house-fly, because of the many perils to health found in its contaminating presence. This series will give concise and accurate information about the insect enemies of our crops, which by their destructive tendencies decrease the products of our farms and help to increase the cost of living. The next article in the series will tell of the boll-weevil and its immense damage to the cotton crop.

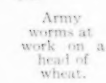
IT is not often that the Department of Agriculture finds work to do right at its own door. But the July outbreak of the army worm, which caused so much destruction throughout the northern and eastern states, invaded even the sacred grounds of the nation's capital and chewed up lawns in the very shadow of the Department of Agriculture and of the Capitol itself. So instead of receiving appeals by mail, the Entomological Division of the Department was suddenly confronted by irate citizens who marched down in person to demand help against the invaders.

Aside from the seventeen-year locust, there are few insect pests that swarm in such compact formation as the army worm. It is an ugly looking naked brownish-black caterpillar about an inch and a quarter long and a quarter of an inch in diameter.

It gets its name from the regimental formation of its invasions. Its legions run into the millions, and lay observers will tell you that they have seen such numbers swarm across sidewalks from one lawn to another. An accurate census might reduce these estimates, but they do swarm in exceeding numbers and when they have finished with a lawn it looks for all the world as though it had been seared by fire.

They feast on fields of wheat, oats, corn, timothy, and other grasses. Nothing seems too tough for their jaws, although they will not eat clover. Just why this is not palatable to their voracious appetites is not known. The army worm is inclined to feed by night and hide in the ground by day. But when in vast numbers it must work both day and night in order that more ground may be covered in search of food. It is under these conditions that it travels from lawn to lawn or from field to field.

This caterpillar is the young moth, whose spread of wings when fully developed is about an inch and a half. This moth, known as the true army worm, bears the technical designation of *Heliothrips unipuncta*. Its wings are brown with a



Army worms at work on a head of wheat.

white spot on the center of each forewing. It has two near relatives, one, the fall army worm, known as the *Saphygmia frugiperda*, and the other, the western army worm, known as the *Uxoa agrestis*.

The female moth lays her eggs in matted grass and weeds, concealing them as far as possible by shoving them down into the sheaths of the blades of grass. She lays from fifteen to twenty in a cluster. These hatch in eight or ten days and the newly born caterpillars start promptly to work. It takes them about three weeks to attain their full growth and during that time they eat most voraciously. They then burrow into the ground where they are transformed into the brown pupae and emerge two weeks later as adult moths. In the northern states there are two or three generations a year, while there are as many as six in the South.

This summer's outbreak seems to have covered most of the North,



TRENCH FOR TRAPPING ARMY WORMS

After the furrow is made 18 inches deep holes are sunk in the bottom. The worms collect in these depressions and are destroyed.

cast of the Rocky Mountains. They are believed to be the result of swarms that came up from the Southwest. Their appearance at Washington was unheralded and the department experts never did discover where they came from. The first appearance of the moth, itself, was in the huge train-sheds of Union Station where hundreds of their broken wings were found. But the department's entomologists did not claim that the moths had been transported by rail.



BATTLING WITH AN INSECT ARMY

The instinct of the army worm is to never turn back. Consequently, when the farmer runs a deep trench ahead of him, he tumbles in and cannot get out again. Sometimes these pests are so numerous that they fill a ditch two feet deep, and thus make a bridge.

In trying to combat the pest the department sent out immediate warnings with instructions for fighting them. If the worms have not yet attacked a field, the experts advise that the most practical way to keep them out is to plow furrows in front of them, throwing the furrow in the direction from which they are traveling. The worms will fall into the furrow and when this is full they may be killed either by dragging a log back and forth in the furrow or by destroying the worms in holes previously dug at intervals of 20 feet in the bottom of the furrow and in which they will collect. Kerosene poured on them in the holes will destroy them.

If the worms are already in the field the experts have worked out a pleasant compound consisting of the juice of one-half dozen oranges, 50 pounds of wheat bran, one pound of paris green, and enough diluted molasses to make a stiff dough. This is to be scattered among the worms. But even with this delicacy it is difficult to tempt them from the greener food and the department declares that it is difficult to drive the caterpillars out of the field without seriously injuring or even destroying the crop. Care must be taken to keep this poisonous compound from children, or domestic animals.

The worms at first are almost always localized in some definite breeding place in the field and immediate efforts should be taken to eradicate them in these small areas before they have had time to spread. The normal breeding place of the army worm is in rank grass, such as is usually found along the edges of swamps or in spots of pasture land that have been over-fertilized. They are practically never found in swamps because the worm needs a reasonably dry place in which to breed. Clean cultivation, rotation of crops, cleaning up of fence corners, close pasturage, and the burning over of waste grass land in the spring or fall are good measures to prevent a recurrence of the army worm.

For small areas like lawns and private grounds, the paris green-orange juice compound may be used. Equally efficient is the application of a spray of one pound of arsenate of lead dissolved in twenty-five gallons of water. If the powdered arsenate of lead is more easily obtainable, one pound of this may be mixed with eight pounds of flour and dusted on the grass where the worms are feeding. But it must be remembered that arsenate of lead is a deadly poison to men and animals, as well as to army worms.

Canada has suffered this year from the army worm, its ravages being reported as especially bad in southern Ontario. Its presence in the suburbs of large cities in the United States has caused much comment, but the greatest damage is done in the farming districts, where its numbers are incalculable. Portions of New York and Pennsylvania were over-run with this pest during July, and

hundreds of thousands of dollars were expended in the fight to exterminate them. The state agricultural departments came to the rescue with advice and material assistance. Farmers whose fields were threatened, got out their plows and followed the furrowing system of prevention with much success. The use of poison is scarcely applicable to large areas, but was resorted to for the protection of lawns. The greatest activity must be shown in fighting the army worm, as it feeds rapidly and moves on to green pastures. A lawn may be untouched at nightfall and by morning may be stripped bare.

Not one in a thousand of this summer's army worms produced a second generation, according to the experts of the Department of Agriculture. This is due to the activities of a tachinid fly, *Winthemia quadripustulata*. This fly lays a tiny white egg on every army worm it can find. When the egg hatches, a microscopic maggot quickly burrows into the worm, and then it is all off with its victim.



The Cost of Living— Who Pays the Advertising Bills

By MAURICE SWITZER



EDITOR'S NOTE:—Mr. F. L. E. Gauss, General Manager of LESLIE'S, has had many years' experience in selling advertising. In conversation with the writer Mr. Gauss stated it to be his opinion that, although advertising was a recognized economical factor in modern sales and distribution and had therefore lowered the price of many formerly high-priced commodities, there existed a widespread misconception that advertising had added to the cost of living; that this impression had been created by recently printed statements to the effect that the cost of advertising is always added to the price of the article, and that the consumer of advertised products unconsciously paid the bill and thereby increased his living expenses. Taking his cue from Mr. Gauss' suggestion and with his co-operation the writer—who can speak with the authority of seventeen years' experience in the purchase of advertising and in sales promotion—has endeavored in these articles to show that advertising has added nothing to the cost of living. The subject is one of interest to everybody.

The second of Mr. Switzer's articles will appear next week.

SOMEBODY said that advertising has increased the cost of living. He reasoned it out this way:

The cost of advertising is always added to the price, and the tendency to purchase advertised articles in preference to unadvertised products is one of the units in the increased cost of living. This sounded like a sensational discovery, so the Calamity Chorus that has been singing a requiem over the corpse of business for seven lean and hungry years, chanted "Amen!" Then they got together and proceeded to pull the plug out of the commercial bathtub and let out a little more of the water of prosperity.

We have downed the trusts, regulated the railroads, passed the currency bill, smashed the tariff, enforced the income tax, meddled in Mexico and we are now about to hand over the Panama Canal; but still everything is unlovely and the goose of living hangs high. Since all these achievements have failed to solve the problem, why not blame it on advertising? We have tackled everything in the way of organized industry, now let's have a little fun with individual enterprise.

So advertising is to blame!

Well, let's see if it is. We are going to go back a long way and trace the iniquitous practice from the beginning, and perhaps we may find some justification other than merely a sordid desire on the part of certain manufacturers to get rich quick at the dear public's expense. Possibly an unbiased consideration of all the facts may prove that advertising, in the modern acceptance of the term, has been concurrent with the development of the arts and crafts of the nineteenth and twentieth centuries—a sort of inseparable link in the chain of scientific progress.

The dictionary definition of advertising is "to make known by public notice; especially by printed statements; publish abroad; commend to the public."

If we hark back to the days before there were newspapers or movable type—beyond even the Middle Ages—we will find that public notices or commendations to the public were made in the form of monuments on which were chiseled the exploits of brave or wise men, for the edification of the few who could read and the many who could not—but which latter were nevertheless duly impressed by the size of the announcement.

We might say that "Pompey's Pillar," erected in the third century in Alexandria by Publius, Prefect of Egypt, to commemorate the heroic exploits of Diocletian, was nothing more than a form of advertisement, Publius acting in the capacity of "press agent" for the Emperor. Had the newspaper existed in those early times, the Alexandrian press would no doubt have contained full accounts of Diocletian's great achievements, in order to popularize the hero and insure his tenure in office. Had there also been an opposition press, as free and industrious as in these days, it might have published a few unkind things about Diocletian's obscure parentage, his persecution of the Christians, his appointments and his private life, all of which might have led him to slink back to Salona long before he was fifty-nine years old, and possibly without a monument. Times and methods change, but human nature remains much the same.

If advertising means "to publish abroad; to commend to the public," than all literature is advertising, even if all advertising isn't literature. Every line of written history is an advertisement of the period during which the described event occurred. Occurrences do not endure, but history does. The story of the Battle of Bunker Hill is not the engagement; we have nothing but the account of the event, and that record is an advertisement of courage, endurance and patriotism.

We find no announcements to the effect that "Ajax Sandals" wore better and were just as

cheap as unadvertised footwear, nor that the "Patrician Toga" was the latest cut and the popular thing on the senate floor or on the Appian Way, that the purple in the hem was fast and the silk pure. We find no such records because there were not enough sandals or togas made to supply a great demand if one were created, nor could such information have been easily disseminated if there had been a surplus, nor could the majority of people have read the announcements had it been possible to give them broad publicity.

Warfare was the occupation of the gentleman, letters that of the statesman, philosopher, priest or monk, while the lowbrow devoted himself to husbandry and the cruder arts. Scientific production was unknown; men produced only sufficient for their immediate needs, consequently there was no surplus to offer for sale.

But were times any better in those good (?) old days when there was neither manufacturing nor advertising to add to the cost of living?

Apparently not. As far back as 200 years B. C. the demagogue was busy and the reformer on the job!

There were no coal barons, ice kings, captains of industries nor beef magnates but the "predatory rich" were getting gloriously drunk and disorderly at the expense of the "common peepul." There were no Paris fashions nor fortnightly changes in headgear to occupy the female mind to the exclusion of nobler thoughts; no political clubs nor tango teas to encourage conjugal infelicity and unsex the wife, sweetheart and mother. There were no speed maniacs nor balloonatics, but the best blood in Greece was drinking itself to death and then blowing in what was left for spectacular funerals.

So in Laconia the legislature got busy and passed a law to forbid drinking entertainments, but like all good prohibitionists they didn't stop there; before they got through it was against the law for any citizen to own a house or a piece of furniture that was the product of any implement save a saw or axe.

In other parts of Greece they were also having a hard time because of the extravagance of the people, so besides legislating against costly banquets and elaborate funerals they put a ban on expensive female attire, for apparently the ladies, in spite of an absence of "Paris hints," had been going some, just the same.

In Rome there was a stringency in the money market, too, it seems. The Oppian Law (215 B. C.) provided that no woman should possess more than half an ounce of gold, wear a dress of different colors nor ride in a carriage in the city or within a mile of it, except on occasions of public religious ceremonies. Oh, happy days!

There were other laws that placed a limit on the number of guests at a banquet, the sum that could be expended and even on the kind of food that might be served. If there had also been a ban upon after-dinner oratory, this particular bit of sumptuary jurisprudence would have served as an excellent model for some much needed present day legislation. The Didian Law (143 B. C.) extended to the whole of Italy and was a practical prohibition of lavish entertainments and extravagance. Julius Caesar passed similar laws, so did Augustus; and Hadrian tried to check extravagance by forbidding men to wear silk garments.

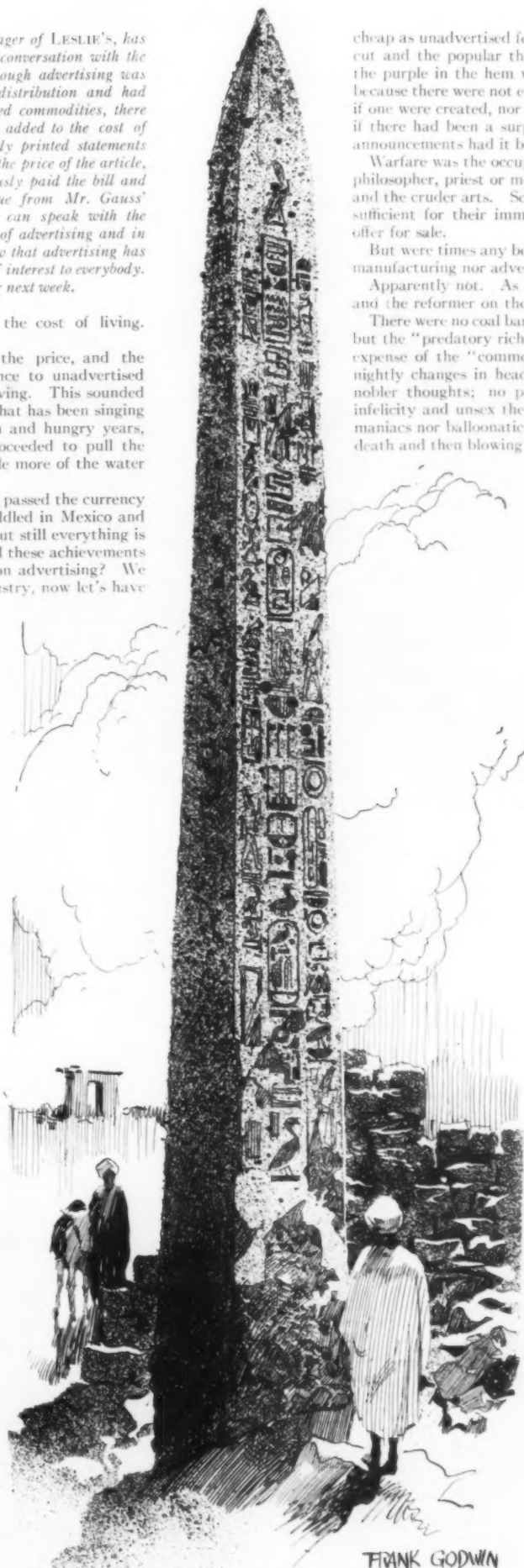
In medieval Italy, France, Aragon and England we read of hard times brought about by the people's extravagance and we find laws made to check it. It is true that some of these measures were in the beginning prompted by moral motives, but later, economic considerations made them necessary. During the reign of Edward III in the fourteenth century this state of affairs existed, but in spite of legislation made to help conditions, times did not improve for similar laws were enacted in 1463.

Luxury began when man first built himself a house; but luxury, as many authorities have pointed out, is a term of relative importance. "The prevalent extravagance," says one writer, "changes with the stage of social development" and he also wisely adds that "all luxuries do not deserve to be discouraged."

Exactly who invented movable type has never been settled. Whether Picheng, a Chinese blacksmith, made them from burnt clay, four centuries before Johannes Gutenberg of Mentz, or Laurens Coster of Haarlem were born is not important here. Daunon, who wrote an analysis of typography, states that some fifteen towns claim to be the birthplace of printing and that a still greater number of persons have been put forth as its inventor, from Saturn, Job and Charlemagne down.

William Caxton, who is called the father of English printing, began to print books in England in 1476 and during the following fifteen years supplied royalty, the nobility and the clergy with various

(Continued on page 161)



FRANK GODWIN

Pompey's Pillar commemorating the exploits of Diocletian was a form of advertising.

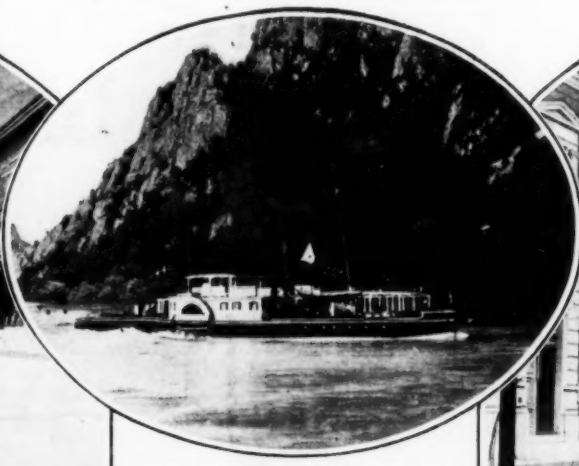
The Servian Capital Taken by Austria

Photos by MRS. C. R. MILLER



A BUSINESS STREET IN BELGRADE

The capital of Servia lies at the junction of the rivers Save and Danube and was connected with Hungary by a bridge which the Servians destroyed when the government was removed to Nish before the commencement of hostilities. The Austrian forces shelled the town before occupying it, though there was little resistance. Belgrade was a beautiful city with some fine public buildings. It was in the hands of the Turks as late as 1867.



SERVIAN VESSELS SEIZED BY AUSTRIA

Before the formal declaration of war Austrian vessels seized Servian merchant steamers on the Danube, and held the crews prisoners. These steamers were small craft of the kind shown in the picture. It is reported that all Servians eligible for military service who were in Austria when war was declared are held as prisoners.



THE PALACE OF KING PETER

The royal residence in Belgrade stands in King Milan Street. While not comparing with the palaces of the larger European countries, it is a handsome building. Belgrade has had the happy distinction of being a city without extremes of wealth and poverty. Its people, numbering about 70,000, are light hearted and gay, but are intensely patriotic. Few traces remain in the city of its 400 years of Moslem occupation.



MESS CALL IN THE SERVIAN ARMY

Recruits at one of the Belgrade barracks being served with the simple rations of the army. The Servian is used to a frugal life at home, and the commissary problem of his army is simple indeed, in comparison with that of its Austrian opponent. It is expected that the Servian army will give a good account of itself in the field, as it has been well seasoned in the recent Balkan war.



RECRUITS ASSEMBLED AT BELGRADE

The men in the picture are representative of the Servian peasantry which forms the greater part of King Peter's army. The Servians have an aptitude for military life inherited from their ancestors, who were for nearly four centuries engaged in constant war with the Turks. Every Servian able to bear arms is enrolled in the army and the women will carry on the industries of the land during the war.

Why Millions Are Out of Work

By CHANCELLOR JAMES R. DAY, of Syracuse University

EDITOR'S NOTE.—Dr. Day is one of our best known and most forceful speakers and writers on public policy, and in this article he offers food for thought to all those who have the real welfare of the United States at heart. Next week we will print an informing article by Walter D. Wile, Esq., on "Commissions, Expensive and Destructive."

A SQUALLING baby can put a chronometer out of commission in five seconds or put itself out of commission as quickly by pulling the household cat across the carpet by its tail. We have lots of baby politicians in these days who are doing such things.

It requires age and experience and great ability to handle even the very commonplace affairs of a country's domestic economy in these times, like trade and manufactures and commerce, to say nothing of the great foreign interests in exports and imports and diplomacy.

Our national business demands the greatest men of the continent. It is difficult to get them. What we do get presents the spectacle of most conflicting and destructive variations of views and temperaments, and we scarcely get out of one administration before we are plunged into the opposite opinions of another, to the bewilderment and confusion of the country's business.

One time we had a real statesman who uttered some of the most prescient wisdom the country had ever heard on the future of its commerce, but an assassin ended his career. Then we had a President of so tremendous energy and expanding force that he would have blown himself into a thousand pieces if he hadn't blown off steam at every valve, including the whistle, while he had the bell for everybody to get off his track. The trouble was that that escaping steam blew to fragments some of the most magnificent structures ever built up in any country and the wreckage has not been cleared off the tracks yet. Fortunately for us that mighty energy has been expending itself in recent years on lions and tigers and the exploration of jungle rivers.

That President of superb ability but misguided and dangerous energies was succeeded by a placid nature, a personified smile, with real statesmanship ideals and consummate ability, but he attempted to inherit the policy of his predecessor and got stuck in a hole too small for him. As he hung there, blocking the hole, his predecessor went to digging a tunnel under him for a third term, but before he got it done another candidate climbed over the fence and got into the White House. So here you have three distinct types of Presidents in a few years, showing no fixed plan



DR. JAMES R. DAY
The brilliant and forceful Chancellor of Syracuse University.

or continuity of thought or definite policy of government, but introducing endless confusion into our commerce and manufactures, destroying millions of our business.

Now we have an academician, a college president who manages the country as he did unruly college students, with little speeches and some private lambastings. He runs things with holy awe of the Democratic platform when he can use those planks, and when he wants the tolls he steps off the platform and walks on his own planks.

But he will not allow the men who created our stupendous prosperity to mend and put together the wreckage which we have made. And what have we provided to take the place of the trusts and railroads from which we have turned millions of workingmen and artisans to roam the streets? The trusts and corporations had been doing business twenty years, and they made us the foremost nation of the globe. Congress has been doing business with the capital of politics for ten years and has made us the laughing stock and derision of the civilized world. The corporations were employing millions of hopeful workmen from whose frugal hands had sprung up tens of thousands of cottage-homes within which were virtuous mothers and around which played happy children, and the glad voices of prosperity sounded in joyous chorus through all of our villages and valleys. Congress has done business for ten years and the fruits of its business ability are shown in millions of idle men who are anxiously asking, in those cheerless cottages, where the money for the next taxes and the shoes and jackets for the children and the medicine and the groceries is to be gotten. And the President at Washington is saying to Congress, increase your capital, make some more statutes, give them another invoice of the Sherman Law; and to depressed business says your burden is only psychological! Where did the President learn the laws of commerce and the methods of prosperous business? In what departments of successful great business were our Congressmen trained?

If the men and women of the United States could vote to-morrow, they would sweep out of existence politically the insane tinkers of business in Congress as quickly as a Kansas cyclone strips the harness off a mule.

We have been trying to do business in this country for ten years by statute and have wasted ten of the greatest years the world has known. Germany with many a limitation we claim to have thrown off, has taken the opportunities we have lost, sending her ships to every shore and developing her home industries. If there is a Krupp scandal, she does not yell and dance a war whoop and smash things into fragments. She keeps

(Continued on page 161.)

People Talked About



A TEN-YEAR-OLD CHAMPION
Florence McLaughlin, of Philadelphia, claims all swimming records for girls under fifteen years. She has been assisting the police department this summer in life-saving demonstrations.



HE WOULD PRESERVE WILD FLOWERS FROM EXTINCTION
Frank C. Pellett, State Bee Inspector of Iowa, has started a campaign for the preservation of native wild flowers. He says that with the increasing cost of farms, and the consequent improvement of wild lands, many species of native flowers will be extinct within fifteen years unless preserves are created. He has a two-acre plot at his home near Atlantic, in which nearly 300 species of flowers are growing. Our photograph is of Mr. Pellett and his son in their wild garden.



DESTROYED 34 MILLION CATERPILLARS
Florence Madley, of Lebanon, Conn., was given first prize of \$25 by the state college for destroying the largest number of egg masses of the tent caterpillar. Her record was 216,000 masses of about 250 eggs each. She is 13 years old.



THE KING WHOSE NATION AUSTRIA THREATENS TO CRUSH

Peter, of Serbia, at a military review. His horse is led by Prince Paul and his royal robe carried by Prince Alexander. King Peter has practically retired but without formally abdicating his throne. Serbia has a population of 4,000,000 against 51,000,000 of the Austro-Hungarian Empire. Belgrade, the capital of Serbia, is almost on the Austrian frontier, and it was evacuated by the army and government as soon as war was threatened. The Servian army has a war strength of 240,000 men.



A NINETY-FIVE-YEAR-OLD SUNDAY SCHOOL TEACHER

Mrs. Elizabeth Chambers, of Bayard, O., teaches the infant class in the Sunday school of her church, and is very much at home on horseback, though in her ninety-fifth year. She was one of the speakers at the recent meeting of the State Sunday School Association in Cleveland. She has been a member of the American Tract Society since she was sixteen, and has been a regular attendant at Sunday school for 62 years.



ENGINEERS AND FIREMEN ACCEPT MEDIATION

The demands of 35,000 engineers and firemen on 98 Western railroads for increases in pay came to a crisis the third week in July. After much discussion the employees agreed to mediation, and the threatened strike, with all its hardships on the public, was averted. The mediators began work on July 20. The picture shows, left to right, Grath Hall, of the Canadian Pacific; W. J. Tolbertson, of the Rock Island; J. W. Huggins, of the Missouri Pacific, and J. W. Sheehan, attorney, coming from a meeting of the arbitrators in Chicago.



FORMER FOES IN FRIENDLY MEETING

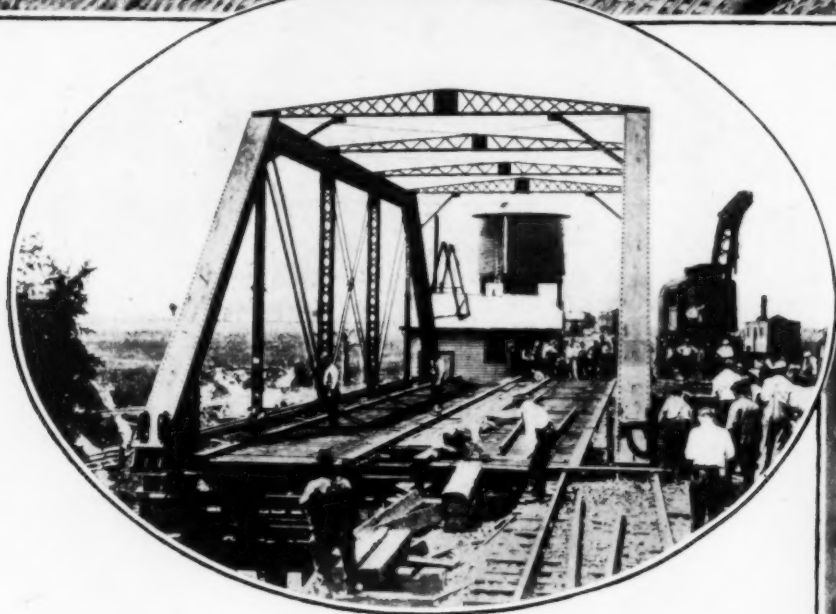
Recently E. V. White, who was chief engineer of the southern ironclad *Merrimac*, and John Driscoll, who was fireman on the northern *Monitor*, when the two vessels fought their historic battle in Hampton Roads, met in Norfolk, Va. They had not seen each other since the war, and spent an hour or more in recalling the details of the battle. Each is 75 years old and active. Mr. White in the picture is the one seated. The *Merrimac* and the *Monitor* were the first armored vessels used in warfare, and the defeat of the *Merrimac* had a great effect on the outcome of the war.

Pictorial Digest of



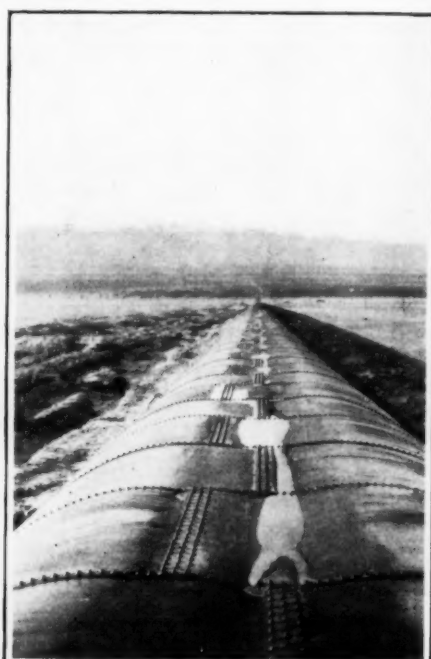
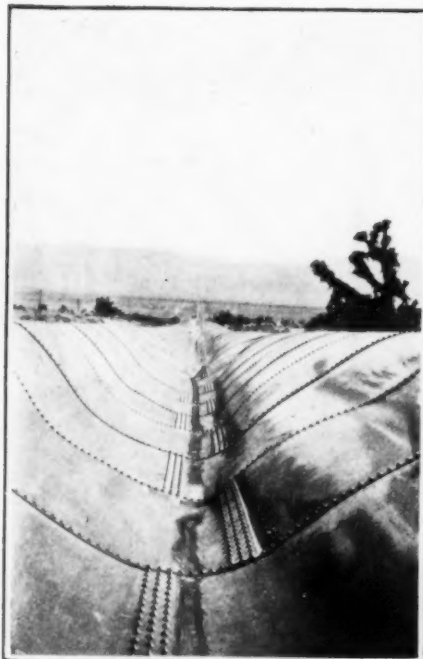
FILIPINO BAND MAKES ITS OWN INSTRUMENTS

The Filipinos are a music-loving race, and every village has its band and its music master. Sometimes the bands are not very well equipped with instruments, but the native can get melody out of anything that will make a noise. The village band in the photograph made its instruments out of bamboo with no other tools than knives, and it plays very well, too. The Islanders' talent for music is probably derived from the Spanish conquerors. Many native girls have really fine voices, and it is not unusual to find one who can sing an entire opera in Italian or Spanish. The Native Constabulary Band has a reputation that is world-wide, and will be one of the musical features at the Panama-Pacific Exposition.



BRIDGES CHANGED IN LESS THAN FIVE MINUTES

A remarkable feat in engineering was recently accomplished on the Lehigh Valley Railroad near Wende, N. Y., when a high steel bridge was replaced by a 650-ton steel and concrete girder span in four minutes and fifty seconds. The new bridge was built complete to the smallest detail beside the old one. A false work on the other side was prepared to receive the steel structure, which was rolled out of place in two minutes. In ten seconds less than three minutes the new bridge was slipped into place. There was, therefore, no interruption of traffic on the road.



RESTORING LOS ANGELES' \$70,000,000 WATER MAIN

A washout caused the ten-foot siphon that forms a part of Los Angeles' new aqueduct to break, and as the water flowed out 10,000 feet of the huge steel pipe collapsed. The break was repaired and the water turned in. The pressure of the 200-foot head was so great that the pipe slowly resumed its cylindrical shape. The cost of the repairs was \$2,000. The picture to the left shows the siphon after its collapse, the other shows it when nearly restored to normal.



HOW THE MISSOURI RIVER DESTROYS FARMS

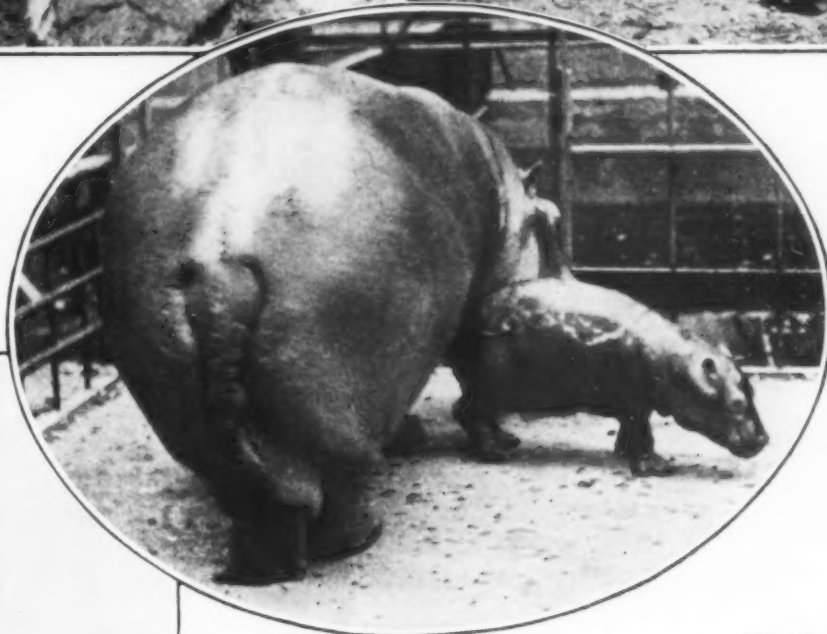
This picture, taken along the Missouri River near St. Joseph, Mo., shows how erosion is destroying valuable farm property along the "Big Muddy." This river has a bad reputation for washing away its banks, and sometimes a single freshet will take many acres from a high priced farm. The banks being of soft clay are easily undermined by the stream, and then large areas of the surface fall into the water. Congress is being urged to make an appropriation to confine the river to its proper channel.

f the World's News



WHERE THE WOMEN DO ALL THE WORK

The market in Port-au-Prince, Hayti, the black republic that, by revolutions which succeed each other at intervals of a few days, is causing the United States much concern. The men of this country are nearly all in the army—on one side or the other—and the women do the work and carry on the trade. Just now the United States has a force of marines at Guantanamo, Cuba, ready to be rushed to Hayti if intervention is found necessary. Fighting and bloodshed have been continuous in the island since the beginning of the year, and business is entirely demoralized, causing great loss to foreign interests.



MISS MURPHY POSES FOR THE MOVING PICTURE MAN

A film-making firm recently sent a man to the New York Zoological Gardens to photograph the animals. One of the most interesting was "Miss Murphy," the huge hippopotamus, with her small son. The hippopotami did their best to "pose" by lumbering around their enclosure.



ONE WAY TO GET AN ENGINE ACROSS A RIVER

The engineers of the Reclamation Service of the United States, who are constructing the Lahontan dam on the Truckee-Carson irrigation project in Nevada, met the problem of transporting material across an unbridgeable river by constructing two towers between which they suspended a cable. The picture shows a 28,000 pound tractor being sent across on the cable. The railway brings supplies to the foot of the tower.



IRISH WOMEN ORGANIZE SIGNAL CORPS

Women are very active in the warlike preparations going on in Ireland. Mrs. D'Arcy Irvine, wife of a major in the Ulster Volunteers, has organized a signal corps which uses an electric flash lamp for communicating at night. It can be read at a distance of 30 miles under favorable conditions, and Mrs. Irvine is an expert in its operation. The Morse code is used.

CITY OF SYRACUSE
DEPARTMENT OF PUBLIC HEALTH
F. W. SEARS, M.D.

State Board of Health
JAMES W. SEARS, M.D.

CHICAGO

The Waxtite package submitted to me for examination meets with my most sincere approval. It is a step in the right direction. If all food-stuffs could be enclosed in a like protected package, it would be of great benefit to the public at large.

John A. Roberts
President

DEPARTMENT OF HEALTH
CITY HALL
CHICAGO, ILL.
C. E. DUTTON, M. D., Commissioner of Health

There are many advantages in the protection given certain kinds of food-stuffs by wrapping and sealing the original package with paraffined paper such as the Kellogg Toasted Corn Flake Company's waxtite package. Provided, of course, that the food-stuff is pure and clean at the start. Such a wrapper not only shuts out disease germs, but dust, vermin and other impurities as well.

C. E. Dutton
Commissioner of Health.

STATE OF NEBRASKA
FOOD, DRUG, DAIRY AND OIL COMMISSION
LINCOLN

"I feel that a food that is ready to eat, which is enclosed in a paper bag, and then placed in a carton, and then the carton wrapped and sealed with parchment paper fully meets the requirements of the sanitary law and gives to the consumer of the product all possible protection."

Charles E. Hanway
Deputy Commissioner.

CITY OF BUFFALO
DEPARTMENT OF HEALTH
FRANCIS E. FORD, M.D.
ARTHUR L. SCHNEIDER, M.D.

As Health Commissioner of the City of Buffalo, I am pleased to report that food stuffs, whenever practicable, should be wrapped to protect from contamination, and I am most fully satisfied that the Kellogg's Waxtite package is a most effective and almost germ-proof.

Persons or dealers who supply the protected should receive more commendation.

CITY OF DETROIT
DIVISION OF PUBLIC HEALTH
RECEIVED

W. J. FRANKS, M.D.
W. A. BROWN, M.D.
J. A. BROWN, M.D.

Kellogg's
TOASTED
CORN
FLAKES

THE ORIGINAL HAS THIS SIGNATURE
W.K. Kellogg
KELLOGG TOASTED CORN FLAKE CO.
BATTLE CREEK, MICH.

The sweetheart of the corn

GEORGIA DEPARTMENT OF AGRICULTURE
OFFICE OF THE COMMISSIONER
ATLANTA

May 15, 1914.

The question of wrapping with impervious material greatly aids in its preservation; protection from dust, insects and germ laden surroundings adds materially to its wholesomeness. The use of wax paper in wrapping food packages after being sealed in an unopened tin as it aids in keeping out contamination and keeping the original strength and flavor of food as wrapped.

J. D. Price

STATE OF NEW YORK
DEPARTMENT OF AGRICULTURE
ALBANY

F. L. Hunt
City Milk & Food Inspector

W.K. Kellogg

In the sale of cereals to the consumer three things are to be guarded against. First, contagion by careless handling and from dust, dirt, and flies. Second, deterioration of contents by the absorption of moisture, making the cereal much less palatable. Third, infestation by cereal eating insects which we find quite common even in many package food stuffs.

It is with pleasure therefore that this department views the advent of the Kellogg waxtite package which prevents all the above defects and gives the consumer a cereal he can eat with the utmost confidence as to its purity and cleanliness.

Jas. W. Helme
--
Dairy and Food Commissioner.

One of the best methods of protecting cereals and other foods from dust, vermin and insanitary handling, is a careful, wrapping the articles being securely and properly wrapped previous to being placed in the package. In this process, the nutritive qualities of the food should be carefully preserved.

I think the Waxtite covering of cartons, in which food is packed, is the ideal method of solving the problem that I have above mentioned, and I believe that its adoption will meet with the hearty approval of all persons interested in the proper sanitation of foods.

The Old Fan Says:

By ED A. GOEWEY. Illustrated by "ZIM"

ACCORDING to our old friend, Noah Webster, a boomerang is "a peculiarly shaped missile or weapon, which, when thrown from the hand to a distance, returns to the thrower." But there are other kinds of boomerangs, and one such has been discovered by a large majority of the members of the Baseball Players' Fraternity, who found recently that they had paid \$18 to become the manikins of a few men pulling the strings of that organization. Their idea of a boomerang is a threat to call a strike against the American and National Leagues because of the refusal of baseball's governing body to accede to the demands of a minor league player. When most of the boys joined the Fraternity they did so believing that they were doing something which would cement the bond of friendship between the men receiving high salaries as players and the men who pay these salaries and take all the risks. The Kraft case was the official eye-opener, and the players suddenly awoke to the fact that they had agreed to follow the lead of a few men, who might, by the scratch of a pen, close the sixteen biggest ball parks in the world and take from the players the means of earning their \$15, \$20 and \$25 or more a day for an indefinite period.

Luckily for all concerned, Charles H. Ebbets, president of the Brooklyn Nationals, fearful that the closing of his park would give the rival Federal League club a splendid opportunity to win a large share of his patronage, purchased Kraft for his Newark team in the International League, and brought the controversy to an end. When the players had an opportunity to draw their breaths and canvass the situation, they came to a realization of the fact that they had been mighty close to making "damp-fools" of themselves. Now from one end of major league territory to the other the players are fairly yelling that a mistake was made and that never, never again will the question of striking even be considered.

Very well, but if the sensible players want to show the fans that they have common sense as well as the decency to express open regret for their recent misbehavior, they either will withdraw from the Fraternity or insist that committees of hard-headed and businesslike players be chosen to represent the clubs instead of a few trouble-hunting leaders.

Anent the Kraft Case

In days gone by the road to fame
For the "busher" sure was hard;
But now 'tis just as wide and smooth
As any boulevard.
When he has lost his big time job,
And to the "sticks" is sent,
Just let him yell for Davy Fultz
And voice a loud lament.
Then orders for a strike will come
From the Fraternity.
And every paper'll print his name—
A simple scheme you see.

▲▲▲▲▲

Being a thirty-third degree baseball fan and a promoter of general athletics to the extent of donating several cups to be competed for at various meets, President Wilson should be in a position to inform us if the loss by America of the polo, golf, relay race and boxing trophies to Great Britain this year should be placed on his list of "merely psychological" happenings.

Something Doing This Winter

Long before "Play ball" is called for the first games of the 1915 season, the Federal League will be taken in by the forces of organized baseball. This is a prediction, rather than a statement of positive fact, but stick a pin in it just the same and then sit tight and await developments. The recent high-handed acts on the part of many players and the dictatorial methods of the Fraternity have awakened the club owners of the three big leagues to the necessity of getting together for mutual protection. Though they are not yet ready to admit it, tentative plans to bring about a permanent truce between the magnates have been discussed, and a fulfillment of arrangements will be made after the close of the current season. Of course this big change, important alike to the fans and every one interested in the pastime, will not reach a final settlement until after there have been many conferences and much squabbling. But, as they say in the modern classics, "we should worry." It will give us something worth while to talk about during the winter. But—when the amalgamation does take place, keep your eagle eyes wide open to witness the neatness and dispatch with which the ball players will be brought back to earth and have the fact impressed upon them that bank presidents' salaries for a few

hours' work a day during less than half the months in the year will not be on the program after the termination of the present contracts.

Opposing Batters Say—

Of all sad words
Of tongue or pen,
The saddest are these—
"Johnson's pitching again."

▲▲▲▲▲

Considering the increase in salaries brought about by the current baseball war, the dove of peace probably would receive rough handling did it venture to stray into any of our big league parks.

Welcome the Baseball Prodigals

From a time antedating even that remote period when William J. Bryan began running for president, it has been the general custom to extend the warm mitt in welcome to the returning prodigal. Therefore, in common with others of the great army of rooters, the writer takes pleasure in giving expression to a joyful salute in honor of two returning wanderers—the St. Louis Browns and their fellow townsmen, the Cardinals. For many years these baseball outfits, holding credentials to do business in fast company, have been looked upon as that particular part of the national pastime where the laugh came in. But to-day the teams representing the Mound City are among the most peppery and nifty aggregations gambling about the green diamonds, they threaten ever and anon to take the bits in their teeth and make a daring effort to snatch the pennants ere the wire is reached. To Miller Huggins, the gingery leader of the Cards, and Branch Rickey, commander of the Browns, most of the credit must be given for waking their charges from their Rip van Winkle-like sleep and tuning them up to thoroughbred class. The change was a long time coming, but it is welcome. Rickey, as a manager, is in a class by himself, and his novel and progressive methods have placed him in a position where he can demand a share of the spotlight so long focused only on Johnny McGraw and Connie Mack. Branch, unlike many of his fellow "bosses," never shifts his mistakes to the shoulders of his men. This was exemplified during a recent game in which the Browns were defeated by the Naps. Gus Williams was taken out of right field by Rickey because Vean Gregg, a southpaw, was twirling, and Eddie Miller was sent in to fill his place. The latter's wretched fielding played the important part in his team's defeat. But did the manager blame Miller for the loss of the battle? Positively no. "It was my mistake," said Branch after the game. "I took a chance, believing Miller would do the better hitting against Gregg. I lost and the error goes against me." Can you paint a mental picture of McGraw, Chance, or Clarke making such an admission?

Again the Unexpected

A shudder ran around the field,
The crowd was strangely still;
A sudden fear had gripped the fans,
O'er all there was a chill.
The sight was one to make men weep,
His "umps" had surely erred,
Yet there stood scrappy John McGraw
And never said a word.

When the Blow Fell

Early in the current season a young player who had tried unsuccessfully to make connections with half a dozen minor league outfits begged for and was given an opportunity to work out with the White Sox. He volunteered the information that he had a quantity of the material of which stars are made concealed in his makeup, and was assured that if he could make good he would be given a regular berth. At practice he demonstrated clearly that he was a bad fielder and a worse batsman, but he apparently failed to "get wise" to himself. One day he stopped Manager Callahan and inquired: "How am I getting on, boss?" "I'll tell you what, son," replied Jimmy, "I didn't quite

get you at first, but now I know that you're a regular bee of a player."

Rushing over to a group of his comrades, the rookie announced that Callahan was tickled with his work and repeated the manager's remark. Taking the youngster by the arm, Schalk walked him to a secluded portion of the field and remarked: "You poor boob. By saying you were a 'bee of a player' the old man meant that you merely flit from 'bush' to 'bush' and you are due to take another flit."

▲▲▲▲▲

A reader writes to know if democracy among the ball players is not losing ground. The answer is no. Didn't Ty Cobb do a little training with his club in the spring?

'Twould Seem So

Tell us not in mournful numbers
That in this year's pennant race,
Honus Wagner and the Pirates,
Will wind up in the last place.

A True Blue Sportsman

Alexander Smith Cochran is the kind of a sportsman who should be encouraged in this country. He is an enthusiastic yachtsman, and built the cup defense candidate *Vanitie* solely for the pleasure of competing in the big trial races and in the hope that his boat would figure in the international struggle. Thousands who know his name haven't the slightest idea regarding his business, which proves that his little venture, which will have cost him a quarter of a million dollars before the season is over, was in no way intended as a personal advertisement. His principal ambition for years has been to do something big to encourage American sport, and the cost he

does not count. It was about three years ago that he went in seriously for yacht racing, and he has won many cups. His success at Kiel and in English waters, as well as on this side, with his famous schooner *Westward*, was the sensation of the racing world for two full years. With a few more wealthy men of his type backing Uncle Sam it would not take long to recapture the polo, golf and other cups recently lifted from us by our ancient sporting enemy, John Bull.

▲▲▲▲▲

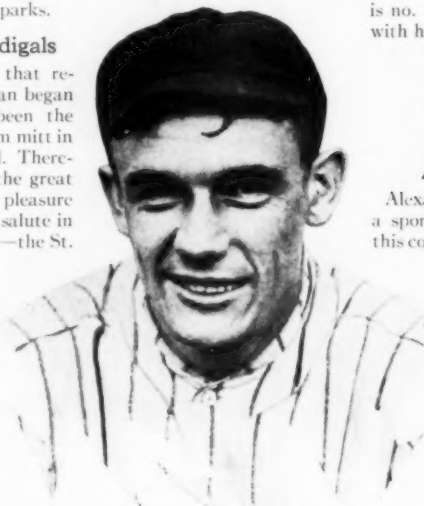
A Missouri physician bursts forth with the information that onions are a sure cure for "Charley horse." Very good. But what will cure onions?

You Can't Lose Marquard

Remember when "Rube" Marquard, after being purchased by the Giants for 10,000 good dollars, fell down hard in an endeavor to fool the big league batters with some of the twirling kinks he had brought along from the "bushes"? Oh, how we panned him then! But later, when he tied Tim Keefe's record by winning nineteen straight games, the aspect of things changed; and the anvil chorus was altered to a song service of praise. And then again, early in the present season, when the elongated southpaw showed poorly on the mound, the fans had a lapse of memory regarding his excellent performances, and again brought forth their hammers. But while the echoes of the first knocks were still being heard, "Rube" tightened up and showed that he still belonged in the premier class by pitching a twenty-one inning victory against the Pirates, the longest contest played in the National League during the thirty-eight years of its existence. When Marquard created his nineteen straight record in 1912, he beat Ed Reulbach, now of the Brooklynns, out of his honor for the modern record. Reulbach had twirled fourteen straight victories in the National League. In capturing that twenty-one inning struggle, the "Rube" again plucked a crown of glory from "Big Ed," who previously had been the winner of the longest game in the parent organization. On August 24, 1905, Reulbach, heaving for the Cubs, beat Sparks of the Quakers in a twenty-inning contest by a score of 2 to 1. Isn't it funny what a difference just a few tosses of the sphere will make?

▲▲▲▲▲

In issuing warrants for a Federal League scout who is said to have tried to entice men from the Valdosta and Waycross teams, the courts of Georgia held that ball players are "common laborers," and to tamper with them is a violation of the contract labor law of that State. Undoubtedly our diamond stars, who fairly ooze artistic temperament, were painfully shocked at the Georgia classification. However, what's in a name when it is offset by a soothing balm in the form of a salary of \$15,000 a year and expenses in return for a few hours of effort daily for a period of about six months?



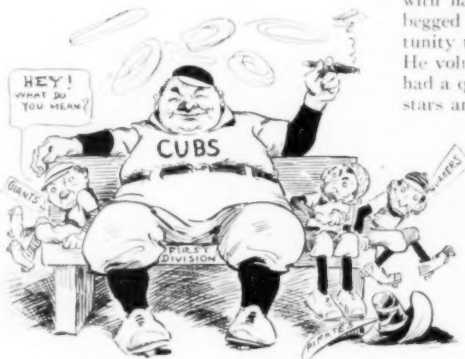
"RUBE" MARQUARD
Holder of two of the most coveted records in baseball.



Still in the ring.



He should try another brand.



He's taking up a lot of room this season.



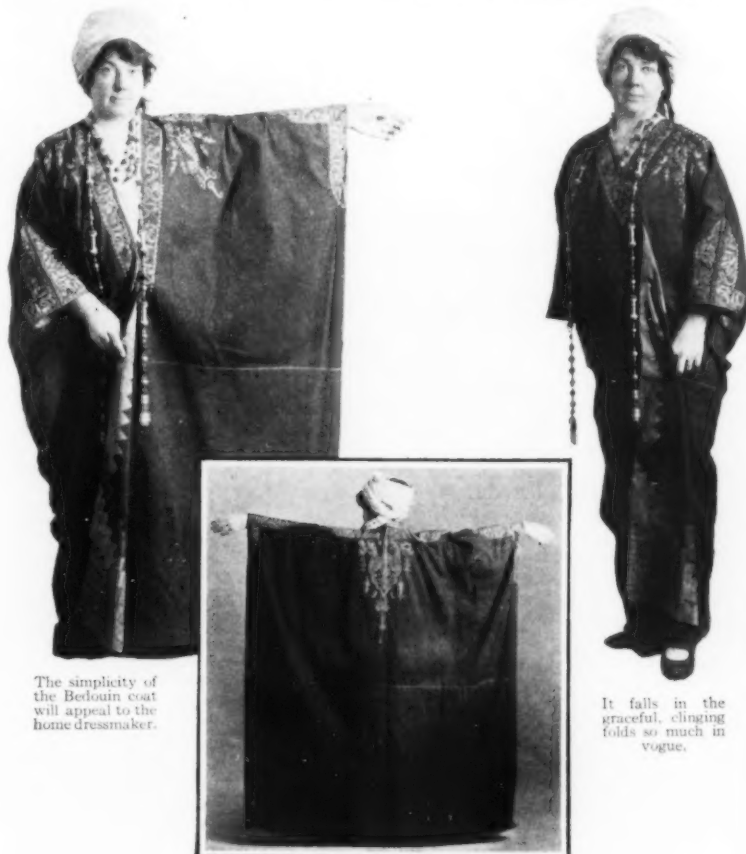
SECOND DIVISION.

Why not try good behavior for a change?

In the World of Womankind

By FRANCES FREAR

EDITOR'S NOTE:—This department is devoted to the interests of women. It aims to deal with vital problems in a wholesome and helpful way, and invites the co-operation of its readers. Inquiries will be answered by Mrs. Frear, either through the columns of the paper, or by letter. In case an answer is wanted by mail, a stamp for postage should be enclosed, and all communications should bear the name and address of the writer. Address Frances Frear, care LESLIE'S WEEKLY, 225 Fifth Avenue, New York City.



The simplicity of the Bedouin coat will appeal to the home dressmaker.

It falls in the graceful, clinging folds so much in vogue.

Back of the Bedouin coat—a perfect square sewed up at the sides, leaving only wide sleeve opening.

A SIMPLE HOUSE ROBE BORROWED FROM THE NOMADIC BEDOUIN WOMAN THAT RIVALS A PAQUIN IN ITS BEAUTY.

The Church Uplifting the Dance

THE Roman Catholic Church which has already taken aggressive steps to purify the stage, is to be commended for proposing a similar movement in reference to modern dances. The *Holy Name Journal*, official organ of the International Holy Name Society, suggests the following pledge to modern dancers: "In compliance with my duties to God, for my own honor, and out of respect for those not of my sex, I solemnly bind myself to take no part in any dances that I know to be contrary to decency. By solemn pledge I assume the obligation of not dancing the modern dances in a way that would be objectionable in my own home or to those whom I most love and respect." The *Journal* rightly says that decency in dancing cannot be regulated in terms of mathematics, and calls upon right-minded people to clear the atmosphere by working up a public sentiment in favor of dancing that will not "stain the conscience of participants nor be morally objectionable to spectators." If mothers are interested as they should be in having their daughters act with modesty and their sons with propriety, their part in creating this sentiment against objectionable dances is of even greater significance than the influence of any organization.

Why Some Women Won't Vote

THERE is no use denying that women in general have been sensitive in the matter of their age. Much interest has been aroused by the report coming from Kansas that large numbers of women there have refused to register for participation in the State-wide primaries because required to tell their exact age. Suffragists explain the situation by saying that the women do not want to declare any party affiliations at the present time and so be bound to support that party at the regular election. Antis, on the other hand, say that the women are not registering simply because they are not interested in the matter of voting. Without taking sides with either party, why, may we ask, does the State presume to inquire the exact age of the voter? As Dr. Anna Howard Shaw, president of the National American Woman Suffrage Association says, "All the Constitution says about age is that the

voter must be 21 or over. Then he can vote until he is 1,000 years old if he lives that long." But the question of age is not such a serious one with women after all. There are other occasions of more practical significance than voting where a woman has to tell her age. For example, in getting out a life insurance policy or in opening an account in a savings bank. With men, on the other hand, the question of age is often of greatest economic concern. Men who lose positions after forty have difficulty in getting new ones. Certainly it would not be right for the State to interfere with their chances of business success by making their ages a part of public records. Now that she has other aims in life besides matrimony, and with larger participation in business and public life, woman is not so sensitive on the subject of her age as she once was. Men, on the other hand, since they have found advancing years to interfere with business success, have become more secretive on the subject. Why not let one be considered as old as one feels or acts regardless of sex?

Answers to Inquiries

A. R. D. M., Brunswick, Me.: It is no more of a disgrace to work as maid, nurse or cook in another person's home than it is to work in your own home. Many a girl would be better off in a good home than she would be working in a factory or store, boarding herself. If you are unhappy in your home life, it would be well for you to support yourself, but don't think you must be a telephone girl or a stenographer, or do some other work for which you are not now fitted, in order to be happy. Get away from the idea that any honest means of making a livelihood is disgraceful.

A. H. O., Preston, Minn., and S. W. J., Pensacola, Fla.: To plan a Baby Week, first get together representatives of all the woman's organizations of your town. Secure the names of mothers from public and private infant milk stations, from day nurseries and from mother's clubs connected with the public schools. Create an interest in the celebration by educational literature distributed through the schools and churches. The churches and synagogues should be called upon to begin the week by appropriate exercises. Series of meetings for mothers should be planned in schoolhouses and recreation centers. The press should be enlisted in the publication of illustrated articles bearing on various phases of infant welfare work. Recently New York and Chicago have each observed Baby Week. A request to the Health Department of either city would give you detailed information.

M. L. F., Appleton, Jamaica, B. W. Indies: Your letter addressed to Mrs. Kate Upton Clark has been turned over to me as I am now in charge of the Woman's Department of LESLIE'S WEEKLY. It seems to me that one of the best ways for you to secure a teaching position in the States would be through one of the families whose children you have taught on the Isthmus of Panama. If you desire to come to New York you should get in touch with the Intercollegiate Bureau of Occupations, Miss Frances Cummings, Sec'y, 130 E. 22nd St., New York City. They secure positions, without charge, for college graduates or for those who have certificates showing that their intellectual qualifications are practically those of college graduates. You know, of course, that there is no better place for a young woman to stop on coming to a strange city, than the Y. W. C. A.



"They Look too Good to Eat"

Watch a child when she first sees Puffed Grains floating in a bowl of milk.

Note how she starts to eat them—grain by grain, as though too precious to consume by spoonfuls.

Don't you think that children—who so love Puffed Grains—should have all they want of them, morning, noon and night?

Watch Grown-Ups Eat Them

Watch the man of the house when he first eats Puffed Grains served with cream and sugar. Or mixed with his morning fruit.

The crisp, bubble-like grains crush at once into granules. And the almond taste—like toasted nuts—is the most delightful taste he ever found in any cereal morsels.

Don't you think that men should every morning get the foods they like so well?

Then some night—at suppertime or bedtime—serve Puffed Grains in bowls of milk.

Float them like bread or crackers—these toasted, airy, thin-walled grains. Then note how the bowls come back from every side for more.

That is our plea to you. Let these grains reveal to your folks all their fascinations. Each will find in one of them his ideal cereal food.

Puffed Wheat, 10c
Puffed Rice, 15c
Except in Extreme West

CORN PUFFS
15c

Prof. A. P. Anderson has solved in Puffed Grains the problem of easy, complete digestion. He has done it by exploding all the millions of food granules, so digestive juices can act on them.

In these grains he gives you the best-cooked cereals that were ever known.

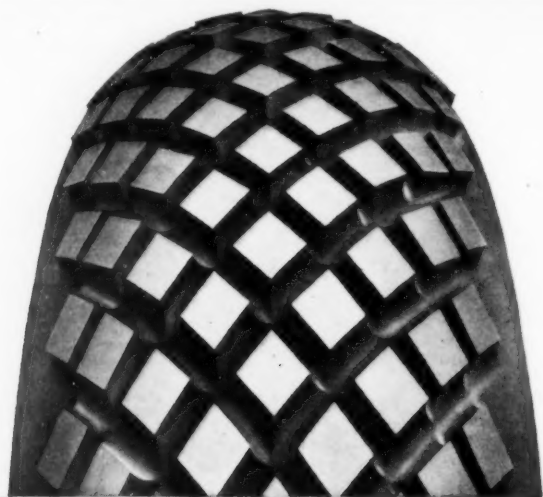
Welcome the fact that folks like them. Be glad you can serve them in so many ways. For in no other way can these premier cereals be so perfectly fitted for food.

Some like one best, some another. Try them all. They differ in every way save in the process. See which you most enjoy.

The Quaker Oats Company

Sole Makers

(640)



Buy Wider Tires

With That Extra Price Or Get One Extra Tire in Three

Goodyear tires—No-Rim-Cut tires—now undersell 16 other makes. Some sell one-third higher.

The cost of an extra-price tire will buy you a half-inch wider Goodyear.

The 30 x 3 price of some will buy a Goodyear 31 x 3½.

The 36 x 4½ price will buy a Goodyear 37 x 5.

So with other sizes. And the larger tire will fit the same rim as the smaller.

Or, in the same size, you can buy four Goodyears for the price some ask for three tires. Thus Goodyear prices mean one extra tire in three.

Better Tires Unknown

Yet a better tire than Goodyear is unknown. We have tried out thousands of methods and formulas. We have for years spent \$100,000 yearly on research and experiment. It is absolutely certain that No-Rim-Cut tires mark the present-day limit in low cost per mile.

In four great ways—which we cite below—they excel any other tire. And they outsell any other. After men have tried out millions of them, they are the most popular tires in the world.

Where They Excel

These four great trouble-saving features are embodied only in Goodyear No-Rim-Cut tires. They have saved tire users millions. And they won for these tires top place.

The No-Rim-Cut feature—the only satisfactory way which has ever been found to end the greatest cause of tire ruin.

Our "On-Air" cure—an exclusive cure, under road conditions, which costs us \$1,500 daily. It saves our users all the countless blow-outs due to wrinkled fabric.

Our Rubber Rivets. During vulcanization, we form hundreds of these in each tire, to combat loose treads. By this patent method we reduce this danger by 60 per cent.

All-Weather treads—the tough, double-thick anti-skids. They are flat and smooth, so they run like a plain tread. But no other tread grasps wet roads with such deep, sharp, resistless grips.

No-Rim-Cut tires cost half what they used to cost. Last year alone their prices dropped 28 per cent. They cost less than others because of our mammoth output and our factory efficiency. Please don't think that higher prices mean a higher grade of tire.

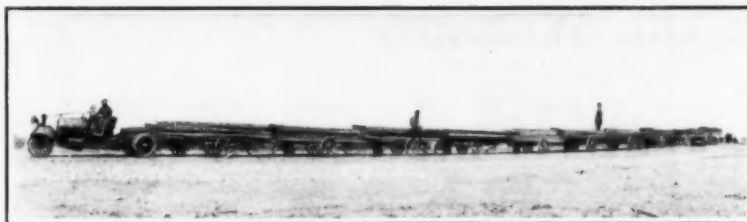
Any dealer, if you ask him, will supply you Goodyear tires.

GOOD YEAR
AKRON, OHIO
No-Rim-Cut Tires
With All-Weather Treads or Smooth

THE GOODYEAR TIRE & RUBBER CO., AKRON, OHIO

Toronto, Canada London, England Mexico City, Mexico
Dealers Everywhere Branches and Agencies in 103 Principal Cities Write Us on Anything You Want in Rubber

(1754)



A TRAILER AND ITS "TAIL."
Hauling a dozen loads of lumber with a single motor truck.

Motorists' Column

Motor Department

Conducted by H. W. SLAUSON, M. E.

Readers desiring information about motor cars, trucks and delivery wagons, motorcycles, motor boats, accessories, routes or State laws can obtain it by writing to the Motor Department, Leslie's Weekly, 225 Fifth Avenue, New York City. We answer inquiries free of charge.

PROTECTING THE MOTOR CAR OWNER

WHATEVER internal dissension may have at any time arisen within the different organizations and associations composed of automobile owners and manufacturers, their usefulness as governing bodies that serve as a protection to owners, whether members or not, is becoming more apparent each day. To the energies of these associations may be attributed much of the suppression of embryo laws that, if enacted, would have worked great hardship and annoyance upon the army of motor car owners, without any attendant proportionate advantage to the population of the State as a whole.

To many, the control of the contest situation by the American Automobile Association may seem monopolistic—until it is realized that safety of entrants and spectators, authenticity of records, and elimination of fraud are the primary results accomplished by this strict oversight of the sport. Race courses are examined, drivers licensed, and all conditions pertaining to any certain event are investigated thoroughly before a "sanction" is given. There must be proper policing of the course, the track must be in good condition, sufficient precautions must be taken to insure the safety of the spectators, and other rules must be strictly enforced that have been found necessary to the safe and fair conduct of a speed or endurance contest. After a thorough examination of all of the prevailing conditions, the contest is either "sanctioned" or "outlawed." Measures are taken against any licensed promoter or driver participating in an unsanctioned meet, and he is debarred from all other sanctioned contests for a specified length of time.

The officials of such a contest are furnished by the Association from among a list of competent persons experienced in this kind of work, and there is thus no opportunity offered for unscrupulous manufacturers or drivers to "juggle" records and make claims to which they are not entitled. Only the most approved automatic timing devices are used, and all conditions are thoroughly investigated before any record is adopted as "official." Before any contest in which certain conditions of car design or classification are imposed, each entrant is subjected to a close examination by the Technical Committee, and thus no car can enter under false colors or in a classification to which it has no right.

But it is not alone the entrants and spectators of these contests who are directly benefited by the rigid enforcement of these rules that make for safety, fairness and ac-

curacy—every present or prospective owner is protected from misleading claims and statements of dealers, for most of such may be substantiated or disproved by reference to the records of the American Automobile Association or other governing body. Furthermore, in many instances, the printed matter sent out or authorized by motor car concerns is rigidly censored—in so far as it refers to claims regarding contests—and several instances are on record in which companies claiming events to be won by their stock cars have been severely disciplined for promulgating false claims because the cars in question were in reality of special design.

The latest instance of this nature, and one which well illustrates the close supervision that such organizations exercise over the sport, is one in which the manufacturer of a car that made a good showing in a recent international race, advertised, broadcast, in such a manner that the impression was intentionally conveyed that the car in question was one of his regular well-known models, selling at a price considerably less than \$1,000—when, as a matter of fact, this was a special type, constructed at considerable expense, primarily for this race in question. The misleading nature of such an advertisement was palpably apparent to everyone connected with the industry, and yet such magazines and newspapers as either fail to exercise adequate censorship over their advertising or are not sufficiently familiar with conditions in this field to realize the extent of the deception, published the advertisement as submitted.

But as many unsuspecting enthusiasts were about to fall into the trap and purchase for \$750 a car that, according to the advertising in question, had held its own with many of the most expensive foreign and domestic racing creations, the American Automobile Association took a hand in the matter, called attention to the misleading nature of the advertising, fined the offending company \$500, and forced it to retract such statements in one publication in each city in which the original advertising had made its appearance. The strength of the organization as a governing body was immediately made manifest by the prompt acceptance of the penalties imposed by the offending manufacturer, and while conditions may have been such that the concern as a whole was not to blame for the deception, it is almost a certainty that this manufacturer will hereafter closely censor all statements and claims submitted to him and his company.

Questions of General Interest

Number of Cars in Use

K. N. W. Ky.: "How many cars have been registered in this country this year, and what is the comparison with the total number registered last year?"

The total number registered during twelve months last year was 1,050,000. During the first six months of 1914, 1,203,770 cars were registered, and as this number will increase greatly during the summer and fall months, it is quite probable that the end of the year will show an increase of close to 300,000 over those in use last year.

Commercial Bodies on Pleasure Cars

B. F. S., Va.: "I have one of the popular makes of \$500 runabouts, and desire to convert it into a light delivery car. Is this a job that any good carpenter can undertake, or must I send the car to the factory?"

I would not advise you to turn your machine over to an ordinary carpenter. There are several concerns now in business that make a specialty of producing commercial bodies for attachment to the small standard types of chassis—undoubtedly of

the same type as the one you own—and one of these should serve to convert your pleasure car into a delivery vehicle. These are neat in appearance, are substantial and are easily attached, and are sold in various forms for different purposes.

Clutch Lubrication

F. H. K., Wis.: "Will you kindly advise me what kind of oil or grease is best for use in a multiple disc motorcycle clutch to prevent gripping and to insure smooth running?"

The type of clutch to which you refer may be lubricated by means of a heavy cylinder oil—such as that probably used in your motor—introduced through the small screw holes in the case of the clutch. It is a good idea to mix a small amount of graphite with this oil before introducing it into the clutch. If you have occasion to take the clutch apart, it would be advisable to remove the old grease, clean the plates thoroughly, and then cover them with a grease of medium consistency with which graphite has previously been mixed.

The moment you start to run a new car Friction begins its sly work of depreciation.

DIXON'S Graphite Lubricants

tie Friction's hands and draw its teeth.

Equally good for motor cars and motor boats.

THE JOSEPH DIXON CRUCIBLE CO.
JERSEY CITY, N. J.

DIXON Established in 1827 **DIXON**

Garage \$49.50

Genuine "Edwards." Ready-made, fire-proof garages. Quickly set up any place. Direct-from-factory prices—\$49.50 and up. Postal brings illustrated 64-page catalog. The Edwards Mfg. Co., 335-365 Eggleston Av., Cincinnati, O.

The One Universal Language

THE one universal language is not Esperanto but music. Everywhere the same musical score is played. The masters of different countries may have characteristic national qualities, but music lovers everywhere find delight in a composition it matters not from what land or clime the composer hails. Whether played in Germany or Italy or France or at home, your favorite music sounds the same.

The whole gamut of emotions and experiences—laughter and tears, hope and despair, courage and fear, victory and defeat—find their clearest expression in music. These are the common, fundamental moods of men, and music, the vehicle of their interpretation, is an alien language to no race. One might assemble an audience of music lovers representing every civilized people the world over, and though they would present a confusion of tongues that would be bewildering if they tried to converse with one another, the language of music would be familiar to all, and in a program culled from the world's musical treasures, all would take an equal delight.

CONGENIAL WORK And Strength to Perform It.

A person in good health is likely to have a genial disposition, ambition, and enjoy work.

On the other hand, if the digestive organs have been upset by wrong food, work becomes drudgery.

"Until recently," writes a Washington girl, "I was a railroad stenographer, which means full work every day."

"Like many other girls alone in a large city, I lived at a boarding house. For breakfast it was mush, greasy meat, soggy cakes, black coffee, etc."

"After a few months of this diet I used to feel sleepy and heavy in the mornings. My work seemed a terrible effort, and I thought the work was to blame—too arduous."

"At home I had heard my father speak of a young fellow who went long distances in the cold on Grape-Nuts and cream and nothing more for breakfast."

"I concluded if it would tide him over a morning's heavy work, it might help me, so on my way home one night I bought a package and next morning I had Grape-Nuts and milk for breakfast."

"I stuck to Grape-Nuts, and in less than two weeks I noticed improvement. I remember I used to walk the 12 blocks to business and knew how good it was simply to live."

"As to my work—well, did you ever feel the delight of having congenial work and the strength to perform it? That's how I felt. I truly believe there's life and vigor in every grain of Grape-Nuts."

Name given by Postum Co., Battle Creek, Mich. Read "The Road to Wellville," in pkgs. "There's a Reason."

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

Why Millions Are Out of Work

(Continued from page 152)

calm, corrects the evil and fosters her greatest industry. Japan builds hundreds of factories and expands commerce. Canada is an object lesson on our North. The only business that has given us standing in any comparison in foreign lands is one which we have tried to destroy at home.

It is the straight road to anarchy in this country when the limitations fixed by the prescient wisdom of our fathers are broken down and run over by demagogues, whether through polite sophistries or defiant assault.

There never has been a time when the institutions of our constitutional and representative government were more in peril than they are today by the appeals made to class hate by unscrupulous politicians. Politics is shaping itself rapidly to this end.

The insanity of our politics began when we departed from the vindicated principles of our government, when we threw aside the common law, when we began to make statutes for the control and management of business, when we instituted a government by commissions, when we appointed prosecuting attorneys for all the states and sub-divisions of the states.

Does it seem credible that this mighty country has put its great corporate businesses, built up by giants of industry whose movements were safeguarded by the security of their investments and the conditions of prosperity among the people by which alone they could succeed, over into the hands of commissions comprised of men who would never be thought of as directors of such corporations, men utterly without practical experience in such management.

Think of it, men who never financed any important enterprise determine whether the railways shall increase their capital or make loans for increase of rolling stock, men who have not a dollar invested in the enterprises are to dictate to the men who have brought our superb railway system to its magnificent proportions.

The Cost of Living—Who Pays the Advertising Bills

(Continued from page 151)

works of his own translation. Those were about the only people who could read, so advertising at that time would have found no audience even had there been any manufactured product to exploit. Here, then, is a period of dense ignorance and extreme poverty, yet sufficiently extravagant to warrant the enactment of sumptuary laws!

It was about a century and a quarter later that the first newspaper made its appearance. This was a weekly called the *Frankfurter Journal*. The printing art had advanced, people had become more literate, but advertising as we understand it was still unknown. There were more people who could read but no scientific production of commodities. The needs of the people were supplied by the artisan in little shops and the work was done by hand. There was still no surplus of anything, consequently nothing to market.

As late as the latter part of the eighteenth century, if we peruse the advertising in American newspapers of the period, we find that it related chiefly to runaway slaves, the sailing of ships, books, traveling shows, quack medicines, coffee houses and general merchandise.

In the *Connecticut Gazette* of April 28th, 1794, William Brown, the P. D. Armour of Hartford, advertised as follows:

REPUBLICAN BEEF
The subscriber respectfully informs the citizens of Hartford, that he has purchased the fattest OX and COW perhaps in Connecticut, which will be killed and ready for sale for ensuing election, at a low price for the times. Those who wish to purchase real good beef will please apply to
WILLIAM BROWN.

Here we have a polite announcement with a subtle reference to low price for the times. Apparently Mr. Brown did not wish the public to get the impression that he had added the cost of his publicity to the price of his meat. There was no Beef Trust nor yet a Cold Storage Combine, but those were hard times in 1794, and the cost of meat was sufficiently inflated to warrant a reference to it. True Mr. Brown was an advertiser.

Unappreciated Wit

"MEN are really too mean for anything!"
"What's the trouble now?"
"Why, I asked John for an automobile to-day, and he said that I must be contented with the splendid carriage that Nature has given me!"—Judge.

In answering advertisements please mention "Leslie's Weekly"

LEWIS "VI" Monarch of the Sixes

Their Future Construction— Our Present Delivery

While other manufacturers are still seeking ideas from Europe's 1915 automobiles we have already anticipated them. We offer for immediate delivery a replica of Europe's most elegant type of automobile. It is equipped with a wonderful motor; the same type of motor which won the first four prizes in the Indianapolis races this year. Rene Petard, the famous European engineer, whose name recalls his former association with the Italia, Fiat, Unic, and Darracq cars, has designed a small bore, long stroke, high speed motor, the

Lewis Year-In-Advance Six

and Wm. Mitchell Lewis, that pillar of American Automobile industry, is building this wonderful car in his own new shops at Racine. Into the motor Monsieur Petard has incorporated all the genius of his great engineering skill; into its appearance he has displayed all the beauty, all the identifying grace of the highest priced European 1915 cars. And above all he has produced a car that sells for \$1,600. Compare it with every car made; place it beside Europe's and America's finest productions—even those costing twice as much—and you'll still be proud of a Lewis Six.

Specifications

Wheel has 135 inches—short turning radius.

Speed without shift—2 to 60 miles per hour.

Long stroke six cylinder monobloc motor (3½x6) assuring continuous perfect alignment of crank shaft.

Weight 3250 lbs. carried low. This, with even distribution of weight assures great tire economy.

Silk mohair top built streamline to harmonize with body. Nickel trimmings prepared against rust and tarnishing. Deep luxurious upholstery—hand buffed leather.

Spark and throttle on top of steering wheel. Foot accelerator also furnished.

Full floating rear axle—road clearance 11 inches. Demountable rims (one extra). Oversize tires.

Gasoline tank in rear—absolutely accessible, avoiding spilling gasoline into front of car.

Vacuum gasoline feed with auxiliary supply which can be used only by turning valve.

Electric starter. Electric lights. Electric horn concealed under hood.

Left hand drive—rain vision windshield.

Underslung rear springs giving perfect riding qualities, without necessitating shock absorbers.

True streamline body (French). 16 to 18 miles on one gallon of gasoline.

Don't wait several months for delivery on a next year's "Six." Investigate the one that is ready for delivery now; the year-in-advance car—The Lewis Six. A \$3000 car for \$1600.

L. P. C. Motor Co., 37 Lewis Street Racine, Wis.

Builders of the Lewis Six

COMPLETE CATALOG GRATIS UPON REQUEST. MAY WE SEND IT TO YOU?

\$1600



For Critical Smokers

If you are as hard to please as I am, in this matter of cigars, I believe my private "J. R. W." Havana brand will delight you.

For many years I have had these cigars made to order, with my own monogram band. The leaf comes from a mountainous district in Cuba. It is especially selected for me by a man who resides there—a connoisseur in tobaccos.

And though I have smoked for 40 years I have yet to find another Havana cigar of so mild and exquisite a flavor and aroma.

I Want Your Opinion

I believe there are legions of smokers who are seeking just such a cigar—something exceptional, a rare, sweet smoke—not too heavy and strong.

With such men I am glad to share my discovery. For I know how much it means to get the very cigar one craves. It may be that this dainty Havana is just what you have been seeking. Try it. I will send them by Parcel Post, \$5 per hundred—\$2.60 for 50—charges paid.

Write me early because I must limit the number I can supply.

Five Cigars Free

If you will send me ten cents—towards shipping expenses—I will mail you five cigars. Smoke five with me—convince yourself. The price is \$5 per hundred, \$2.60 for 50—all charges prepaid. Use your letterhead, please—stating your position—or your business card and write now for these cigars.

J. ROGERS WARNER

845 Lockwood Building, Buffalo, N. Y.



A Blow at New England's Prosperity

By ONE OF THE SUFFERERS

SIX HUNDRED THOUSAND! That is the number of men and women in New England interested directly in the affairs of the New York, New Haven and Hartford Railroad Company, the railroad that has been singled out for persecution under the guise of prosecution. Six hundred thousand industrious citizens whose livelihood is jeopardized by political persecution! Not only are the 60,000 stockholders and the bondholders of the company put under the political guillotine, but the livelihood of the employees and those dependent upon them are in the hazard, making up a total of more than one-tenth of New England's population.

Taking 36 cities and towns in Connecticut, Massachusetts and Rhode Island the official figures show that there was expended by the New Haven Railroad Company during the nine years ending June 30, 1912, a total of \$142,455,651 for salaries and wages in these communities. This is an average of \$15,828,405 which the New Haven Road expended yearly during the period mentioned, but as this item has increased greatly the amount has been in the last year considerably more. These 36 cities and towns represent but a small proportion of the total number of communities in which labor is employed by the New Haven. Following is the list of cities and towns and the amount expended in them by the company during the nine years ending June 30, 1912:

Connecticut	
Stamford	\$ 3,262,148.76
Norwalk	826,172.37
Bridgeport	7,572,044.54
New Haven	36,606,399.80
New London	3,868,946.42
Middletown	834,975.75
Meriden	693,423.19
Berlin	261,917.44
New Britain	902,517.17
Waterbury	6,066,317.54
Danbury	1,813,858.46
Norwich	853,809.82
Hartford	11,293,900.25
Willimantic	1,210,693.29
Massachusetts	
Springfield	2,293,608.16
Holyoke	511,129.10
Westfield	1,017,039.03
Pittsfield	659,634.49
Boston	24,115,609.79
Attleboro	1,206,480.78
Worcester	4,275,077.34
Brookton	731,139.20
Taunton	2,587,880.59
Plymouth	560,741.27
Middleboro	512,728.84
New Bedford	2,501,611.23
Mansfield	1,100,629.78
Fitchburg	790,560.25
Clinton	138,239.42
Marlboro	254,722.87
Lowell	737,735.18
Leominster	152,082.17
Rhode Island	
Providence	17,499,263.33
Westerly	606,767.86
Pawtucket	440,616.65
Newport	3,785,209.46
	\$142,455,651.59

In this list there are 14 towns and cities in Connecticut that have received a total

of \$76,067,124.80; 18 in Massachusetts with a total of \$44,056,669.49; and four in Rhode Island with a total of \$22,331,857.50. There can be no dispute as to just what the above figures mean to New England and her prosperity. The New Haven Railroad is undoubtedly the largest employer of labor in the northeastern section of the country and it pays more for labor than any other enterprise. It would be difficult to find a single person in all New England who is not in one way or another benefited by this vast employment of labor. First, there is the employee himself and those dependent upon him for support. He and his must be housed, fed and clothed.

There is not an industry, a business, a single small shop that doesn't receive its share of the moneys expended by the railroad for labor. Every shopkeeper who has been in business for a long period of years maintains that the man on a salary is the best and most consistent customer. He obtains the credit he needs, because he commands the respect of those from whom he seeks credit.

The railroad man in almost all cases is a salaried man. At times his income may vary slightly from week to week, or month to month, but it is sufficiently steady to make him comfortably certain of the amount he will receive for a long period. Knowing this he is able to adjust his income with his expenditures so he becomes a steady customer. He patronizes the grocer, the baker, the butcher, the barber, the dry goods shopkeeper, the clothier, the shoe merchant, the banker, the lawyer and the doctor. He is a frequent visitor at the amusement places in his town: the theater, the moving picture show or the bowling alley. He is a member of the lodges and clubs in his town and owing to his opportunities of travel he becomes broadened and therefore often takes a commanding position in these associations.

The railroad employee is an important factor in his community. The principal reason is the steadiness of his income. He naturally suffers to an extent when his road experiences hard times and in turn the people in the town in which he lives suffer. But he profits when his road is prosperous and in turn the section through which the road runs becomes prosperous. No further proof is needed of the theory that the prosperity of the railroad and the sections it covers are interdependent than that furnished by the railroad employee and his intimate relations with his neighbors.

The demagogues have not scrupled to attack New England morning, noon and night and perhaps the 600,000 will have something practical to say in return at next November's election.



A ROCK THAT LOOKS LIKE A MAN.

The freak of nature shown in the photograph is located in central Montana, and has recently been named "King Echo" by a party of tourists. It is a rock formation bearing a striking similitude to the human countenance from whatever angle it is viewed. Its height is about 40 feet. Being remote from the railroad and in a sparsely settled district it is not often visited.

"A Young Man's Jesus"

UNDER the above title, a young layman—Bruce Barton—has written a life of Jesus refreshing in its treatment and its point of view. Scholarly lives of Christ, conceived according to all the traditions surrounding such a task, we have on every hand. This author has blazed a path of his own. He pays little attention to theological implications. Although evidently

familiar with the results of the higher criticism, his interest is not critical. His purpose is to depict Jesus as an ideal type of red-blooded young manhood that will appeal to young men. It is the human Jesus, not the metaphysical Christ, who is depicted in these pages. He appears before us a real man in the full sense of the term. "We have tried," says the author, "to voice a protest against the great mass of literature that in exalting his divinity has made his life so unreal as to seem almost a myth." Much is made of his physical strength and courage, his sense of humor and enjoyment of life. The young man's Jesus is the sort of man "one might choose as the companion of a joyous half-day." Such a book makes no pretension of presenting a complete picture of the life of Jesus, and obviously there are certain defects that would be unavoidable in such a treatment. What Mr. Barton has given us is a non-technical life of the Young Man of Galilee, marked in its treatment by originality, imagination, and freshness of feeling. It should make a strong appeal to all young men.

Books Worth While

JUVENILE COURTS AND PROBATION, by Bernard Flexner and Roger N. Baldwin. (The Century Co., New York, \$1.25 net.) The first general statement of the problems of the Juvenile Court, its scope, methods, organization and its relation to other social forces. The present volume standardizes the results thus far obtained.

INVESTIGATING AN INDUSTRY, by William Kent. (John Wiley & Sons, Inc., New York, \$1.00 net.) This compact little volume is a scientific diagnosis of the disease of management, that incidentally touches upon that problem of perennial interest—the high cost of living.

WHAT AN ADVERTISER SHOULD KNOW, by Henry C. Taylor. (Browne & Howell Co., Chicago, 75 cents, net.) Companion volume to "What a Salesman Should Know" by the same author. Other volumes are planned. An excellent series that is designed especially for the benefit of the young man in business.

CLASSIFIED ADVERTISING SERVICE

Leslie's
ILLUSTRATED WEEKLY

Over 400,000 Copies Each Issue

PATENT ATTORNEYS

IDEAS WANTED—MANUFACTURERS ARE writing for patents procured through me. Three books with list 200 inventions wanted sent free. Personal Services. I get patent or no fee. Advice free. R. B. Owen, 14 Owen Bldg., Washington, D. C.

PATENTS WANTED AND BOUGHT BY manufacturers. For interesting and valuable information, send 6 cents postage for large illustrated paper Visible Results and Terms Book. R. S. & A. B. Lacey, Dept. Z, Washington, D. C., Estab. 1869.

WANTED IDEAS. WRITE FOR LIST OF INVENTIONS wanted by manufacturers and prizes offered for inventions and list of Patent Buyers. Our four books sent free. Patents secured or fee returned. Victor J. Evans & Co., 813 F. Washington, D. C.

WANTED IDEAS. INVENTIONS AND ADDRESSES of persons wanting patents. Prizes Offered. "Money in Patents." Books free. Randolph & Co., Patent Attorneys, 789 F St., Washington, D. C.

"PATENTS AND POSSIBILITIES." A 72-page treatise sent free upon request; tells what to invent and where to sell it. Write today. H. S. Hill, 909 McLachlen Bldg., Washington, D. C.

PATENTS THAT PROTECT AND PAY. ADVICE and books free. Highest references. Best results. Promptness assured. Send sketch or model for free search. Watson E. Coleman, 624 F St., Washington, D. C.

HELP WANTED

FREE ILLUSTRATED BOOK TELLS OF about 300,000 protected positions in U. S. service. Thousands of vacancies every year. There is a big chance here for you, sure and generous pay, lifetime employment. Just ask for booklet S-811. No obligation. Earl Hopkins, Washington, D. C.

GOVERNMENT POSITIONS PAY BIG MONEY. Get prepared for "exams" by former U. S. Civil Service Secretary-Examiner. Write today for free booklet 99. Arthur R. Patterson, Rochester, N. Y.

MEN AND WOMEN WANTED FOR GOVERNMENT Jobs. \$65.00 to \$150.00 month. Over 15,000 appointments coming. List of positions free. Franklin Institute, Dept. J132, Rochester, N. Y.

AGENTS WANTED

AGENTS!! WILL YOU TAKE A STEADY Job paying \$25 to \$30 weekly to start? No experience required! Write quick. E. M. Davis, Pres., R-1 Davis Block, Chicago, Illinois.

CORRESPONDENCE SCHOOLS

YOU CAN WRITE A SHORT STORY. BEGINNERS learn thoroughly under our perfect method. We help you sell your stories. Write for particulars. School of Short-Story Writing, 42 Page Bldg., Chicago, Ill.

SALESMEN WANTED

SIDE LINE SALESMAN ATTENTION. THIS year's proposition the best yet. Get in touch with us at once for our live premium proposition. We guarantee our goods to sell or take back unsold goods. Write today for full particulars. Canfield Mfg. Co., 208 Sigel Street, Chicago, Ill.

AQUATIC DEVICES

AUTO-PNEUMATIC SWIMMING BELT—"pocket" life preserver. Special high-class material. Waterproof. Inflates automatically. Weighs 1 pound. Self-instructor in swimming. Protects bathers and seagoers from drowning. Guaranteed. Price \$4. (Send chest measure.) 309 Broadway, New York.

RAZORS

KROPPS ARE GOOD. ENGLAND AND GERMAN combine to make the Kropp the world's best razor. Forged in Sheffield by world's most skillful craftsmen, ground in Hamburg, home of expert hollow grinding. Best of imported razors. Every razor guaranteed. Send money order only, \$3.50 to Thomas Dobson, Agent, Sharon, Pa.

OLD COINS WANTED

\$2 TO \$600 PAID FOR HUNDREDS OF OLD coins dated before 1805. Send 10c for New Illustrated Coin Value Book, size 4x7. It may mean your fortune. Clarke & Co., Coin Dealers, Box 86, Le Roy, N. Y.

MOTION PICTURE PLAYS

WRITE MOVING PICTURE PLAYS: \$50 EACH Constant demand. Devote all or spare time. Experience, literary ability or correspondence course not required. Details free. Atlas Pub. Co., 337 Cincinnati O.

FRATERNAL ORDERS

WANTED. ORGANIZERS. FRATERNAL, social, Order of Owls. No insurance. Good commissions. Anywhere. Order of Owls, South Bend, Ind.

BOOKS

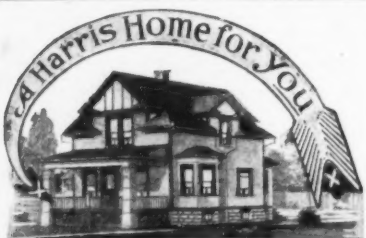
BE AN ARTIST. MAKE MONEY DRAWING comic pictures. Let the world's famous cartoonist, Eugene Zimmerman, spill a few ideas into your head. Get the Zim book—it's chock full of valuable suggestions. Price \$1.00, postpaid. Bound in 3-4 Mo. Satisfaction guaranteed. Money back if book returned within 10 days. Address Zim Book, Brunswick Bldg., New York.

CLASSIFIED ADVERTISERS

Here is what one of our advertisers says of LESLIE'S WEEKLY. It may be one of your competitors:

"I consider LESLIE'S one of the best advertising mediums on my list. The fact that the majority of requests come from intelligent people proves that LESLIE'S has a high class circulation."

Guaranteed Circulation 350,000, 95 per cent net paid. Edition order now running in excess 400,000 copies an issue. Rate \$1.75 a line—minimum four lines. Forms close 21 days in advance of date of issue.



\$673 Buys the Material to Build this Home

The Design: This is our Harris Home No. 55 of semi-bungalow design. Easily built under our guaranteed no-shortage and no extra system. Six rooms, bath, large closets, modern stairway, inside finish doors and windows. Excellent lay out, sound construction, architecturally correct.

The Material: The above price includes all first-class lumber, Clear Georgia Pine interior trim, clear siding, flooring and shingles No. 1 dimension lumber.

READY CUT door and window frames, inside door jams, outside door and window casings balance in lengths to work without waste—all glass in and back-putted, everything fully guaranteed—saves labor—pay for it after you get it.

NO MONEY DOWN

We Save You 30 to 50%

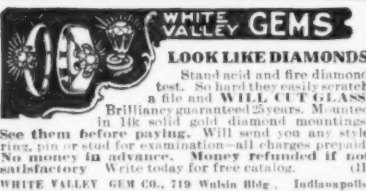
\$10,000 PLAN BOOK FREE

This handsomely illustrated volume contains more than 100 of the best designs of homes, barns and other buildings. Tells all about our Great Building Office.

Ask for Free Book of Plans No. DE 133

HARRIS BROTHERS COMPANY

35th and Iron Sts. CHICAGO



WHITE VALLEY GEMS

LOOK LIKE DIAMONDS

Stand acid and fire diamond test. So hard they easily scratch a file and WILL CUT GLASS. Brilliance guaranteed 25 years. Mounted in 14 solid gold diamond mountings.

See them before paying. Will send you any style ring, pin or stud for examination—all charges prepaid. No money in advance. Money refunded if not satisfactory. Write today for free catalog. WHITE VALLEY GEM CO., 719 Wabash Bldg., Indianapolis.



Private Water Supply Plants—Private Electric Light Plants Sewage Disposal Plants—Gasoline Storage Tanks and Pumps Home Power Plants—Gasoline Engines—Pumping Machinery

Bulletin on Any Outfit Sent on Request

KEWANEE WATER SUPPLY CO.

New York City Kewanee, Ill. Chicago

MEN WANTED

To distribute free advertising premiums. No experience or capital required. Earn from \$15 to \$30 a week. Your territory open. Write quick for samples.

THE FAVORI CO., 2014 Rome Street, Dayton, O.



FREE "Linene" COLLAR

Our free sample will prove comfort and economy. Send postal stating size and whether you want high or low collar. REVERSIBLE COLLAR CO., Dept. F, Boston, Mass.



MURAD

THE TURKISH CIGARETTE

100% PURE
TURKISH
TOBACCO

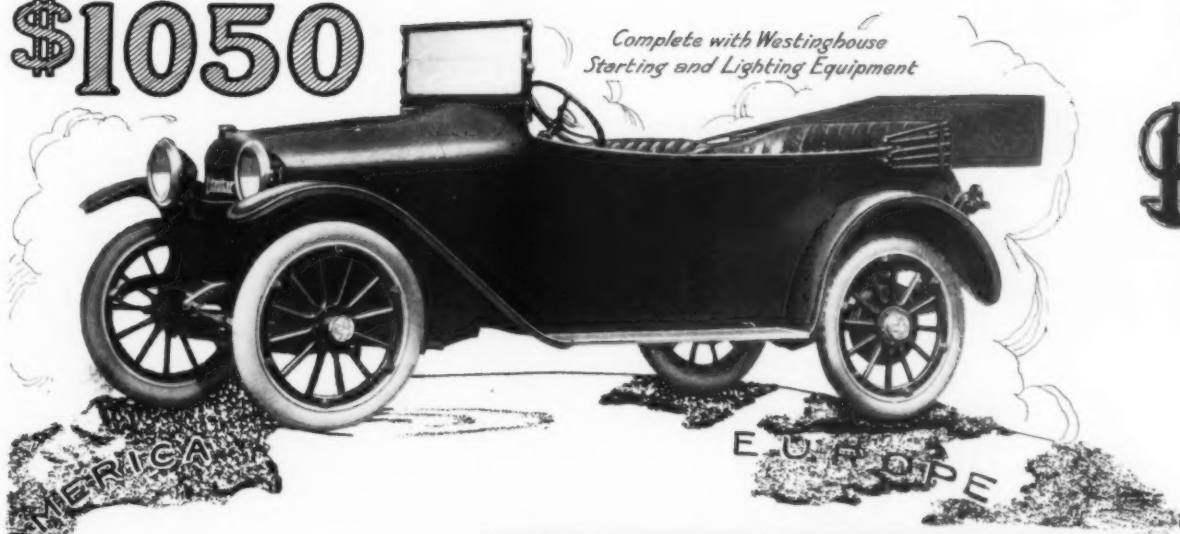
FIFTEEN CENTS

*Everywhere
Why?*

\$1050

*Complete with Westinghouse
Starting and Lighting Equipment*

The New **Detroit** for 1915



34 Special Features

The biggest car at the price.
The lightest car of its class—less than 2300 pounds.
First complete streamline.
112" wheelbase.
32 horsepower.
Worm-driven silent starting motor.
Full-floating rear axle.
3-point platform rear spring suspension.
Actual one-man top.
14-inch service brake; 10-inch emergency brake.
Four 24-inch doors.
Non-skid rear tires.
Aluminum and linoleum running and floor boards.
20-operation body finish. Luxurious upholstery.
5-passengers without crowding.
Fuel tank in cowl.
Ventilating, rain-vision windshield.
Ball-bearings throughout.
Multiple disc clutch in oil.
Duplex tire carrier in rear.
Centre one-lever control.
Rounded radiator with radiator mud shield.
Searchlights with dimmers.
Emergency search lamp.
Electric cigar lighter.
Aluminum encased instrument board. All recording instruments combined in one unit.
Positive gasoline gauge.
Electric-flash oil gauge.
Carburetor above frame.
Both automatic and manual spark advance.
Both foot accelerator and hand throttle.
Horn button in centre of steering wheel.
29 to 25 miles per gallon of fuel.
100 miles to quart of lubricant.

*Other models, without starters,
\$850 to \$925.*

Literally and absolutely, the finest ideals of two continents have now been combined in one motor car. The result is a new type—the first pure European streamline to be produced this side of the Atlantic. The first actual long-stroke, high-speed, ball-bearing motor in this country. And all at a modest American price.

First Actual European Design

The *Detroit* has *always* equalled the most expensive cars in type of chassis construction. It is the *only* car of its class with such features as long-stroke motor, full-floating rear axle, and platform rear spring. And now manufacturers of cars of greater price are all endeavoring to reach this new ideal of European design,—a design which the *Detroit* has in all its exquisite perfection of curving lines and luxury of refinements.

A True "High-Speed" Motor

European motors won the four first places at the Indianapolis race this year. *All these motors were ball-bearing.* So is the *Detroit* motor, the only motor of this type, to our knowledge, made in America. It is a high speed motor of tremendous power and low gasoline consumption.

A red electric flash gives warning when the oil level drops too low. All recording instruments are combined in one unit. Every control is at your finger tips. The latest and best engineering genius of two continents is found in the new *Detroit*.

Mark this car as the leader of the coming type—the biggest advance ever made at one stride in the history of American automobile construction.

WRITE FOR ILLUSTRATED FOLDER

Dealers and Distributors:

Greatly enlarged production makes possible many new distributing agencies.
Valuable territory is being allotted. Write, wire or come.

Briggs-Detroit Company

5006 Holbrook Avenue

Detroit, U. S. A.

The Greatest War in History



Francis Joseph, of Austria.



Nicholas II, of Russia.



William II, of Germany



Crown Prince Francis Joseph.



Grand Duke Nikolai Nikolayewitsch.



Count von Moltke

THE MEN WHO MADE EUROPE'S GREAT WAR

All Europe was convulsed by the peremptory demands made by the Emperor Francis Joseph of Austria-Hungary on Serbia as a result of the assassination of the Archduke Francis Ferdinand. It was generally assumed that Germany was behind Austria. Serbia, determining that it was not consistent with her honor to meet Austria's demands, gave an unsatisfactory reply and looked to Russia to defend her. The Czar accepted the implied challenge of Austria and Germany, and the efforts of Great Britain and France to avert war were unsuccessful. The responsibility may justly be placed upon the three war lords of Europe, the only Emperors in the civilized world whose power approaches that of absolute monarchs. Austria declared war against Serbia on July 28th. On August 1st, Germany declared war on Russia, alleging the mobilization of Russian troops on the German frontier. Immediately Germany marched through neutral states upon France, Russia's ally, with three armies. At that time no declaration of war had been made by either country. Each wished to throw the blame of the formal declaration on the other, but August 4th Germany declared that a state of war with France existed and claimed to the world that the latter country had been the aggressor. The advance through Luxemburg and Belgium, in violation of treaties, was construed by Great Britain as a challenge from Germany. The reason for this violation of neutral states is found in the fact that France is less strongly fortified on their frontiers.

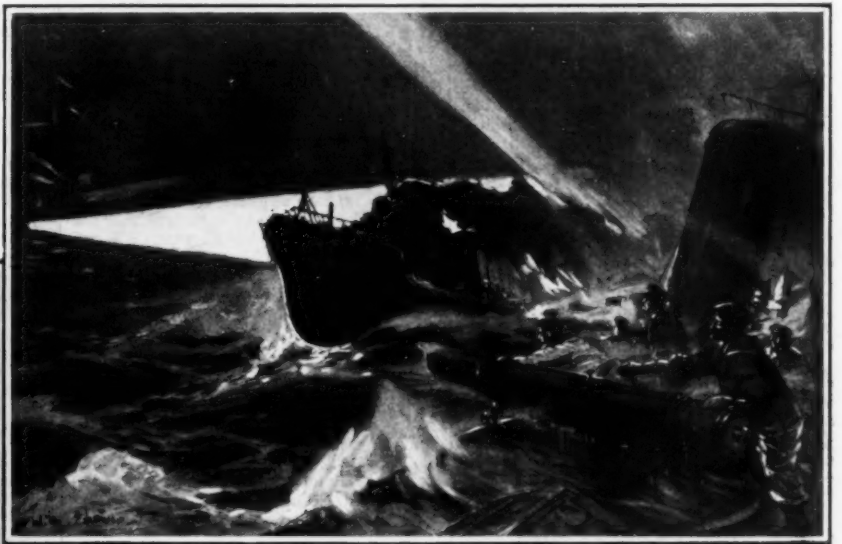
THE MEN WHO WILL FIGHT THE TERRIBLE WAR

The Emperors of Germany, Austria and Russia are the commanders-in-chief of their respective armies, but will not direct in person the field operations. The crown Prince Francis Joseph, of Austria, will be the military representative of the Emperor. Russian forces are under the command of the Grand Duke Nikolai Nikolayewitsch, and Count von Moltke is the field commander of the German forces. Count von Moltke is a nephew of the great von Moltke, who commanded the victorious German army in the war against France, in 1870.



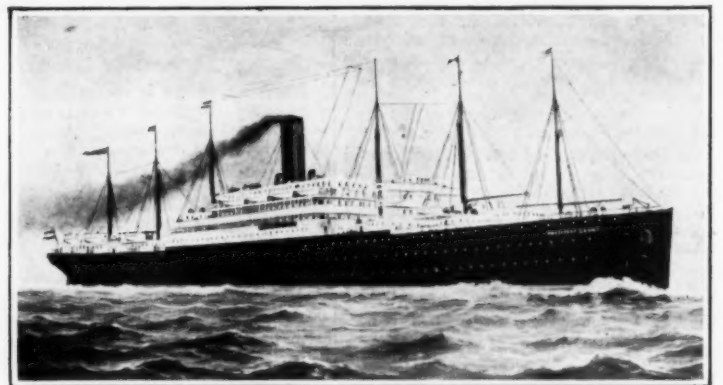
BATTLING IN AIR, ON LAND AND SEA

The great European war promises not only to be the world's greatest struggle, but is the first one in which combatants have actually been engaged on land and sea and in the air as well. It is entirely within the probabilities that the contending forces may be so engaged in a single battle, as for instance where a seaport is assailed by naval vessels and defended by land batteries, while a fleet of air ships hover over both combatants, gaining information and dealing death from mid-air. The aeroplane has already reduced the effectiveness of the submarine because it is possible to detect its presence at a considerable depth from high in air. Germany excels in her equipment of dirigible airships, but France is probably superior in the handling of the lighter and more mobile aeroplanes. The use of air craft for scouting purposes has been well demonstrated in maneuvers, but their effectiveness in actual fighting is still to be put to the test. It is certain, however, that they add greatly to the terrors of war.



TORPEDOES IN MODERN MARINE WARFARE

Rear Admiral Alfred T. Mahan, U. S. N., Retired, says that the problem of the torpedo in naval warfare will be put to the test in the present conflict, and the relative importance of the battleship and the submarine will be determined, probably in the North Sea. The illustration shows how a torpedo craft might strike a deadly blow to a battleship while herself menaced by a destroyer. Such conflicts are likely to be realized at any hour.



THE SHIP THAT GAVE A 900-MILE FREE EXCURSION

The Hamburg-American liner *President Grant*, with 105 cabin passengers and over 100 steerage passengers, was recalled by wireless because of the war which started after she left New York. She was 900 miles on her way to Europe when she turned back. When the passengers were landed in New York they received their full fares back, involving an expenditure of about \$20,000. The cost of their food on the free excursion was \$2,300. The ships of the nations involved were instructed to make for neutral ports where they will be safe from capture. The commerce of the world is paralyzed.



GERMAN SOLDIERS ON THE MARCH

The Kaiser has mobilized more than four million men, of whom he is hurling a million against France by three routes. Several army corps are guarding the Russian frontier. Germany had the better of the first skirmishes with Russia.

DEUTSCHE SOLDATEN AUF DEM MARSCH

Der Kaiser hat mehr als vier Millionen Mann mobil gemacht von denen er eine Millionen auf drei Straßen gegen Frankreich schleudert. Mehrere Armee-korps bewachen die Russische Grenze. Die deutschen Gewinne die ersten Scharmützel mit den Russen.

A \$5,000,000 Gift to a Great Museum

One of the most educational and interesting attractions for visitors as well as for residents of New York City is its wonderful Museum of Natural History, at the West 77th Street entrance to Central Park. This institution was the chief benefactor under the will of the late Mrs. Morris K. Jesup, who bequeathed the sum of \$5,000,000 to the institution which her husband had so generously helped to establish and develop. The Museum, its work, and the influence exerted by Mrs. Jesup's munificent gift, which will indirectly benefit the entire country, are described and outlined below.



A NATIVE OF NEW ZEALAND

Splendid bronze model of a living Maori warrior. The Maoris, formerly man-hunting savages, have been greatly civilized since Christianity has made progress among them.



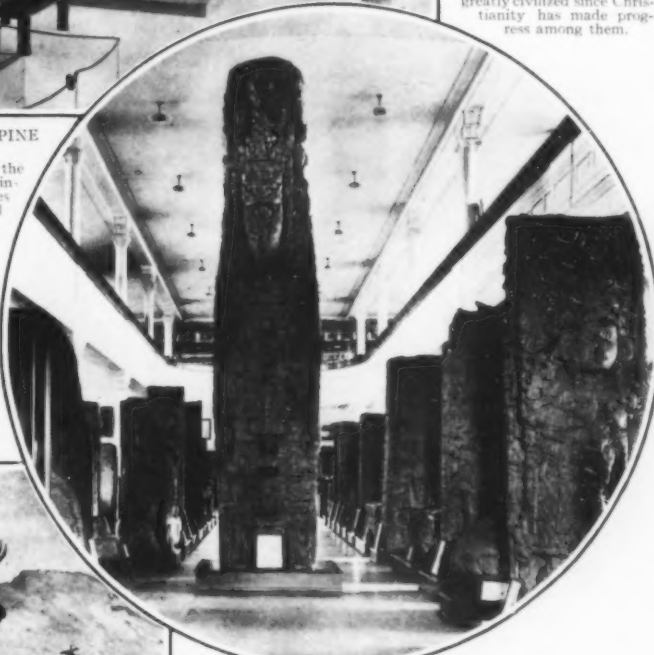
IN THE CLIFFS OF THE PALISADES

A noted bird group at the Museum is "The Duck Hawk on the Palisades." The group shows the mature bird returning to her eyrie with her prey. The downy baby hawks are waiting eagerly for the mother's arrival with their repast. The background is an admirable reproduction of the majestic and mighty Palisades of the Hudson. The duck hawk, a species of falcon, does not build a nest, but lays her eggs on the bare rocks of cliffs.



IN THE PHILIPPINE HALL

The life, the people, the products and the industries of the natives of our largest colonial possession are all depicted in this attractive hall. In the foreground a native Filipino woman is weaving a garment. Some of the cloth made by the Filipinos is noted for its beauty, and the mats, shown on the walls about the room, are as beautiful as some Indian rugs.



ANCIENT MEXICAN AND CENTRAL AMERICAN MONUMENTS

These giant monuments carved from volcanic stone, date back to the days before Columbus discovered America, and are chiefly the handiwork of the Maya and Nahuatl Indians. The Tea Room at the Museum is modelled after the renowned Mitla ruins. Here one can study history and archaeology of ancient American periods while enjoying a good lunch.



A GIGANTIC INDIAN CANOE

A view of North Pacific Hall, devoted exclusively to the Indian tribes of the Alaskan Coast. The canoe, which was brought to the Museum from the Skeena River in Alaska, was dug from a single tree trunk. It is nearly 65 feet long and will carry forty people. It was used in a ceremonial to the dead, known as the pollatch or "giving ceremony," when possessions of all kinds were made offerings to their ancestors.



DISAPPEARING MONARCHS OF THE MOUNTAINS

A handsome group of Roosevelt Elk, which inhabits the coast range of mountains from British Columbia to northern California. These animals, formerly very abundant in the western ranges, are almost extinct due to indiscriminate and unnecessary slaughter.



THE AMERICAN MUSEUM OF NATURAL HISTORY

The greatest museum of natural history on this continent, and considered by many critics as one of the finest in the world. It is ideally situated at one of the many entrances to Central Park, in the very heart of New York City, and is accessible by many car lines. Visitors to New York should avail themselves of the opportunity the Museum affords for acquiring accurate and scientific information on any branch of natural history and natural science, absolutely free, as the museum is open, without admission charges, every day in the year. The maintenance of the Museum is provided for by the City of New York, but the funds necessary to procure specimens, to carry on explorations and various forms of scientific work, and to prepare and publish scientific papers and enlarge the library are raised by voluntary contributions from the Trustees and their friends. The greatest benefactor of the Museum was Morris K.

Jesup. He was a founder, a trustee and the third president of the institution. When he died in 1908 he bequeathed the Museum \$1,000,000. Recently, by the will of Mrs. Jesup, the Museum received the enormous sum of \$5,000,000. This huge gift will enable it to add greatly to its already rich collections and will materially help in financing the many exploring parties now in the field and about to start, and will further such work as is now being done by Dr. Whistler and Dr. Robert H. Lowrie and by Carl E. Akeley and other noted scientists. Such men as Roosevelt, Rainey, Peary, Andrews, Macmillan and Stefansson have all given of their scientific knowledge to the American Museum. The scientific research that will be carried on under this unusual bequest will remain as a lasting monument to Mr. and Mrs. Jesup.

Conservative Trading

Odd Lots permit you to buy and sell within your limit of capital.

You can buy 1 share, 10 shares, 50 shares. Our specialized service is particularly suited to the convenience of the man who wishes to take advantage of the developments of the stock market.

Send for Booklet D—"Odd Lot Trading"

John Muir & Co.

SPECIALISTS IN
Odd Lots

Members New York Stock Exchange
MAIN OFFICE, 74 BROADWAY, N. Y.
Branches:

42d St. and Broadway—Longacre Building, N. Y.
125th St. and 7th Ave.—Hotel Theresa, N. Y.
National State Bank Building—Newark, N. J.

The Reason

shrewd people are quietly picking up high-grade New York Stock Exchange Securities and Standard Oil dividend-payers at their present level is because they realize that depressed financial conditions are the investor's Real Opportunity. If it is not convenient for you to purchase outright, the Partial Payment Plan offers an alternative of equal safety. You may begin with an investment as low as \$10. Descriptive circular B-66, Weekly Market Review and Investor's Guide (260 pages) mailed free on request.

L. R. LATROBE & Co.

111 Broadway New York



\$100 BONDS

Write for free booklet and list of Railroad, City, State, Public Utility and Industrial Gold Bonds to net from 5% to 7%, which may be bought for \$10 down and \$5 monthly.

Partial Payment Purchases

you can buy one or more dividend bearing stocks or bonds receiving the income while paying for the securities. Full particulars in

BOOKLET 14, MAILED FREE

Sheldon, Morgan & Co. 42 Broadway
Members of New York Stock Exchange



A.H. Bickmore & Co.

111 Broadway, N.Y.

SPECIALISTS IN PUBLIC UTILITY SECURITIES

"Bond Topics," our monthly paper, will be gladly forwarded to Leslie's. Weekly readers interested in this class of investments. Ask for Booklet L.

"The Bache Review"

The Weekly Financial Review of J. S. Bache & Co., 42 Broadway, New York, quoted weekly by the press throughout the United States, will be sent on application to investors interested.

Advice to individual investors given on request.

FARM MORTGAGES

BEARING 6% INTEREST

First liens on improved farms. Original papers held by the investor. Principal and interest guaranteed. Interest payable at Hanover National Bank, N. Y. Thousands of satisfied customers for references.

We've been doing the same thing for twenty-eight years.

The W. C. Belcher Land Mortgage Co.
Capital and Surplus \$320,000.00
FORT WORTH TEXAS

BONDS

Accepted by the U.S. Government as security for

Postal Savings Bank Deposits

Instead of the 2% the Postal Banks pay, these Bonds will yield from **4% to 5 1/4%**

Write for Booklet E—"Bonds of Our Country"—FREE
New First Nat'l Bank, Dept. 5, Columbus, O.

PRIVILEGES

On listed securities—protective, profitable. Loss limited—profits practically unlimited. Write for descriptive circular and price list, or telephone 1588 Rector.

WILLIAM RITCHIE,

66 BROADWAY, NEW YORK



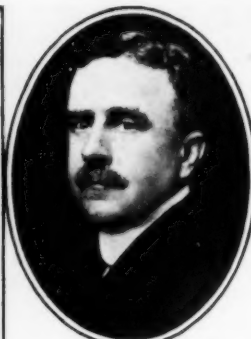
E. T. MACK

Vice-President of the Central Trust Co. of Illinois and compiler of the beautiful and interesting monograph "Old Monroe Street."



DEVELOPING CALIFORNIA'S WONDERFUL RESOURCES

Edgar Allen Forbes, formerly managing editor of Leslie's, a world-wide traveler and writer of national reputation, who has recently been appointed Secretary of the California Development Board.



J. H. HUSTIS

Recently elected to the Presidency of the Boston & Maine Railroad. Mr. Hustis is one of the most popular and successful men in New England, and was formerly president of the New York, New Haven & Hartford Railroad.

Jasper's Hints to Money-Makers

NOTICE.—Subscribers to LESLIE'S WEEKLY at the home office, 225 Fifth Avenue, New York, at the full cash subscription rates, namely, five dollars per annum, are placed on what is known as "Jasper's Preferred List," entitling them to the early delivery of their papers and to answers in this column to inquiries on financial questions having relevancy to Wall Street, and, in emergencies, to answer by mail or telegraph. Preferred subscribers must remit directly to the office of LESLIE-JUDG Company, in New York, and not through any subscription agency. No additional charge is made for answering questions, and all communications are treated confidentially. A two-cent postage stamp should always be inclosed, as sometimes a personal reply is necessary. All inquiries should be addressed to "Jasper," Financial Editor, LESLIE'S WEEKLY, 225 Fifth Ave., New York.

ONCE more, it is the unexpected that has happened. The sudden declaration of war by Austria against Serbia with the probability of widespread and serious complications closed the bourses of Europe with a snap and sent prices downward with the acceleration of a panic.

All the speculative commodity markets were affected. Copper was stronger, because war means a heavier consumption of the metal; cotton declined, because war slackens peaceful industry, and wheat advanced, as it always does when rumors of war are heard.

While the outbreak of hostilities was sudden there are those who believe that fear of an impending conflict had much to do with the heavy shipments of gold made from this country months before the Serbian outbreak.

We are strong in our gold reserves but we cannot stand too much of a drain. If gold shipments continue on a large scale, our financial situation, in view of the enormous expenditures of Congress and of declining income from customs may lead to an unpleasant situation.

Some of our financiers have been congratulating themselves that when the war cloud broke and upset the money markets and stock exchanges, our stock market was in such a liquidated condition, that it could not shrink much farther. There may be comfort in this, but there would have been more comfort if we had been enjoying what was known as "McKinley prosperity" when the tempest came. This would have enabled our investors to take prompt advantage of the tremendous liquidation abroad.

Undoubtedly bargains were to be had in plenty, but they were seized by only a few who commanded enormous resources. The sharpness of the decline toward the close of the market in New York, on the day of the crisis, arose from the singular circumstance that at that hour, New York was the only great stock exchange in the world still open for business. Those of Europe and even of Montreal and Toronto had been closed or adjourned. The panic-stricken holders of securities abroad poured them into the New York market in such volumes that even our bargain-hunters were surfeited.

It is a pretty safe rule to buy stocks for a turn whenever they show a loss in a single day ranging from 3 to 20 points. The smash gave the large outstanding short interest a long coveted opportunity to cover. But for their heavy purchases, the decline in securities with an international market, like Canadian Pacific, Northern Pacific, Union Pacific, Reading, St. Paul, Amalgamated Copper, B. & O. and Steel would have gone much farther.

The assurance of good crops in this country and the prospect of an early adjournment of Congress and an expression of opinion at the polls in November against a further policy of trust-busting and railroad-smashing all tend to restore confidence.

As I have said before the corn and cotton crops will not be out of danger, until about six weeks have elapsed, and the length of the Congressional session is still undetermined. More and more the impression is growing that well selected stocks are now a purchase rather than a sale, if the market has further break.

The preferred issues of those railroads and industrials that have been paying regular dividends on their common shares are especially attractive. Cheap industrials and railway shares that are beyond the range of receiverships have possibilities of considerable profit for the patient holder.

I am glad to advise my readers that enrollment of members in the Security Holders' Protective Association continues with increasing numbers. I am planning to perfect this organization after conferences with those who are familiar with such work and on a plan that will make it the most effective.

It is pleasant to have so many letters of approval from readers who believe in this movement. One writes from Lyons, Neb., "We all feel it is a good move to secure protection against unjust, unwise and unnecessary legislation." Another writes from Honolulu, "I am fairly well acquainted with over fifty corporations in little Hawaii and all of them are honestly and efficiently managed." Still another writes from Richlands, Va., "Justice and fairness are what we want and all we want. Should we suffer while a few demagogues exploit their dreams?"

From Palo Alto, Calif., comes the following: "It is most desirable at this time that a check shall be put upon a class of demagogues and agitators who have gained prominence through influence of yellow publications."

Any of my readers who desire to have a few extra coupons for their friends to sign can have them if they will write to me.

SIGN THIS COUPON AND MAIL IT

Date.....1914
Jasper, Financial Editor LESLIE'S WEEKLY,
225 Fifth Avenue, New York.

You can enroll me, without expense, as a member of The Security Holders' Protective Association organized for joint protection against unjust, unwise and unnecessary legislation.

Signed.....

Street No.....

City.....

State.....

N. B.—Extra copies of this blank coupon will be sent to any reader who desires to use them.

B., Branford, Conn.: It is doubtful if the future of Missouri Pacific can be forecasted, at this time, by any one. If its heavy financial requirements should be met, it might escape a receivership and assessments. There are signs of a slight improvement in business. If Congress will adjourn and if the railroads are conceded fairer treatment, Missouri Pacific and stocks of that character should offer better opportunities for the patient holder.

H. B., Warren, Pa.: The semi-annual report of the Republic Iron & Steel Co. sheds a good deal of light on the condition of the iron and steel business. It reveals a contraction of business and a reduction in prices with a consequent shrinking in net earnings. Less than 5 per cent. is now being earned on Republic Preferred. The steel stocks are not attractive under existing conditions. Corn Products Pfd., Erie first Pfd., Kansas City So. Pfd., Seaboard (Continued on page 165)

Invest \$500 at 6%

Safe bonds yielding 6% may be purchased with sums as low as \$500. If you have this or any larger amount available, investigate carefully the merits of the first mortgage serial bonds we offer.

No investor has ever suffered loss of either principal or interest on any security purchased of us since this House was founded 32 years ago.

Write for Circular No. 557 H.

S. W. STRAUS & Co.

MORTGAGE BOND BANKERS

ESTABLISHED 1882

STRAUS BLDG. CHICAGO ONE WALL ST. NEW YORK

Don't Speculate—

advertise in LESLIE'S to the kind of people who buy stocks and bonds.

LESLIE'S readers are above the average in value to a financial advertiser. They are business men with commercial ratings; professional men of affairs. Since the first of the year our new subscribers with a rating in Dun and Bradstreet's averaged over 1100 a week; people who are interested in LESLIE'S financial news, editorial viewpoint and such other features as appeal to big men.

Write us for copies of letters from leading financial houses—letters which state in unequivocal terms that LESLIE'S yields more returns, a better class of inquiries, and at a lower cost than any other publication.

If you are seeking a market for securities an advertisement on the Financial Page of LESLIE'S will place your proposition before exactly the sort of people you want to reach. Send for our booklet on circulation.

LESLIE'S

225 Fifth Ave., New York

The Present Position of the Stock Market

in relation to all panics and important swings of prices for the past fourteen years, including the panics of 1903 and 1907, is shown on our newly prepared Profile Chart.

This chart will render you valuable assistance when used with our revised

Bargain Indicator

Showing Which Stocks are Cheapest Now

in proportion to latest earnings and prices, and in view of present market conditions.

FREE These valuable compilations will be sent gratis with a four months' trial subscription to this 112-page monthly at \$1.

THE MAGAZINE OF WALL STREET

236 Beard Building. New York City

For the \$1 enclosed, send me your publication for four months and the above chart and table at once.

Name.....

Address.....

In answering advertisements please mention "Leslie's Weekly"

Jasper's Hints to Money-Makers

(Continued from page 164)

Airline Pfd. and Houston Oil Pfd. are among the stocks that seem to have speculative chances in their favor.

D., Nevada, Iowa. I do not recommend Boulders Tungstons Producing Company as "a good investment."

E., Pickering, La.: I am unable to report on the financial standing of firms or individuals. That work peculiarly belongs to the mercantile agencies.

G., Kiowa, Okla.: Nobody can safely guarantee a profit of \$400 in ten years on an investment of \$600, especially when the latter is paid in installments. Beware of any such proposition, no matter who makes it.

W., Germantown, Pa.: The Alaska Gold Mining Company is being exploited by a very powerful crowd who express sincere belief in the property. It must be looked upon as speculative as all mining securities are.

Confidential, Ionia, Mich.: The United Cigar Stores of Canada has no connection with the company of the same name in the United States. The former's stock is highly speculative. It shows signs of manipulation.

G., Seaford, Del.: Northern Pacific looked like a bargain when it broke recently to par and many promptly bought it to hold. It has merit but its permanent investment quality depends upon the future attitude of the Government toward our railroads.

P., Dolgeville, N. Y.: The New Haven 6 per cent. bonds which sold recently around par are convertible debentures, issued in 1907 instead of a proposed new stock issue. They are therefore on a par with the stock, into which they are convertible at par after Jan. 15, 1923.

D., Newark Valley, N. Y.: Erie First Preferred offers a better speculative chance, on the resumption of business, than Erie Common. It would be much safer to buy well-established dividend payers, many of which were sacrificed in the liquidation preceding the closing of the exchange.

D., New York: Texas Convertible 6's seem to be well safeguarded, so far as the interest is concerned, because the shares ahead of them are earning generous dividends. The effect of the war on exports of oil remains to be seen, but the war cannot be of indefinite duration, especially a war between the greatest powers.

G., New York: The Colorado & Southern 4 1/2 Refunding & Extension Bonds when placed were highly regarded, although not, strictly speaking, in the gilt-edged class. At the beginning of the year they sold at 93. If the railroads received fair consideration from the Interstate Commerce Commission these bonds would still stand well.

H., St. Louis: William H. Cooper, former President of the New York Central Realty Company, was convicted in the United States Court on the charge of using the mails to defraud. It is said that nearly \$500,000 of the company's bonds were sold and that a New Jersey swamp bought for \$1500 was mortgaged for \$300,000 and the bonds sold at par to the public.

S., Toms River, N. J.: 1. No stock should be sacrificed at such times as these. The safer rule is to buy when everyone is selling. I do not regard M. K. & T. Common as having anything but speculative value. Investors are turning more and more to stocks of the higher grade. 2. Utah Copper and Chino Copper have had strong support. If this should be withdrawn at any time they would suffer.

L., New Haven: I know very little about the securities recommended to you by the White Investing Company, excepting the New York state bonds, which of course, are in high favor. The mining propositions are in an entirely different class. Investors prefer securities of the highest character such as are listed on the Exchanges, and these, of course, include high grade bonds like those of the State of New York.

Subscriber, Jersey City: I cannot give you a quotation. Await the re-opening of the stock market before planning an exchange of securities. The first effect of a great European war is depressing, but business conditions in this country are on such a firm basis that with fulfillment of crop expectations and a cessation of attacks on our industries and railroads at Washington, we should still enjoy a fair measure of prosperity.

L., Toledo: 1. A committee to protect the bondholders of Classes A and B bonds of the Toledo, St. Louis & Western has been organized with Edwin G. Merrill, President of the Union Trust Company, New York, as Chairman. Write him for information. 2. The speculative movement in the Pay-As-You-Enter-Car shares is due to the hope that the forthcoming decision of United States Court of Appeals, involving the validity of the company's patents, may prove to be favorable.

C., Saugerties, N. Y.: 1. Union Pacific should be able to continue to pay its dividend of 8 per cent., though the effects of the competition of the Panama Canal on the transcontinental railroads remains to be seen. 2. New York Central pays 5 per cent., but under existing conditions it is

doubtful if this can be maintained. 3. U. S. Steel Common pays 5 per cent. The dividend is not earned, and is paid from the surplus, in expectation that business will improve. I fear this will be disappointed.

B., Danielson, Conn.: 1. M. K. & T., like all the Gould properties, has shown strange weakness of late. Its earnings have not been as good as they were but a good crop year should be helpful. It is not a favorite of speculators. 2. American Ice is capable of paying a fair dividend regularly if its management were wide awake. At present it looks like a safer speculation than M. K. & T. though I understand its earnings this year will be somewhat disappointing as compared with the fine showing of a year ago.

W., Pittsburg: This is not a good time to sacrifice Standard Oil or any other securities, if one can afford to hold them. I recall the lesson the late eminent financier, Russell Sage, gave me when he said that he made it his rule never to sell a stock at a loss. He referred to the fact that Northern Pacific, which in a panic had been selling at nominal figures, had risen, at the time he was speaking, to over 60 and was still moving upward. His advice was intended for investors and not for speculators. The latter make their money by sharp, quick trading.

C., Springfield, O.: It is not true that the average difference in the prices of stocks in the year will show 15 points between high and low. In a period like this the difference has been much greater. If one had taken the average of last year as a basis of speculation this year he would have been swamped in the liquidation of the past month or two. There is no safe rule for trading in Wall Street, because no one can predict either the highest or lowest figures at which a stock should sell. The rule that governs the most conservative investors is, to buy when everyone is selling and when things look darkest and to hold patiently until the time when everybody is buying and it looks as if the boom would never end. Then sell.

F., Elizabeth, N. J.: Regular brokers and bankers prefer not to trade while the Stock Exchange is closed. On the reopening of trading, strong industrial and railroad dividend payers will be in demand from investors, who seek the bargain counter. The preferred railroad issues of the highest class like St. Paul, Northwest, U. P. and Atchison, next to first mortgage bonds on such properties, offer the most attractive bargains for secure investments. Oil stocks may be affected to some extent by interference with their export business. The man with ready cash, who will watch market conditions, will find bargains, though after the exchange closed in 1873 bargain hunters were disappointed. Business conditions are not now like those of 1873, but decidedly better.

New York, August 6, 1914.

JASPER.

SPECIAL CIRCULARS OF INFORMATION

Readers who are interested in informing themselves regarding the stock exchange, its methods and controlling influences, and who desire to secure booklets, circulars of information, daily and weekly market letters and information in reference to particular investments in stock, bonds or mortgages, should scrutinize the announcements by advertisers on the financial pages, offering to send, without charge, information compiled with care and often at much expense. Readers should feel free to send a letter or a postal card for any information they may desire from the following sources:

Bargains in bonds are now being offered and can be inquired into by those who have ready cash. Write to the New First National Bank, Dept. 5, Columbus, O., for a copy of their free booklet "Bonds of Our Country."

To keep in touch with the business situation in this trying time, one should read the "Weekly Bache Review," published by J. S. Bache & Co., bankers, 42 Broadway, New York. A copy can be had regularly without charge by writing Bache & Co. for it.

Public utilities securities, in large and small denominations, make good returns. A. H. Bickmore & Co., 111 Broadway, New York, make a specialty of these securities and publish a monthly paper called "Bond Topics," which will be sent free to any reader who may write to Bickmore & Co. for it.

First-class farm mortgages suffer little in the financial depression, and for one who seeks diversified investments are attractive. The W. C. Belcher Land Mortgage Co., Fort Worth, Texas, who have been in business for twenty-eight years, invite inquiries about their list of farm mortgages large and small.

One may buy dividend-paying securities on the partial payment plan, beginning with a payment as small as \$10. \$100 bonds may also be bought on this plan. It is recommended by Sheldon, Morgan & Co., members of the New York Stock Exchange, 42 Broadway, New York. Write to them for their free booklet No. 14.

Those who desire to buy stocks on the opening of the Exchange and are anxious to learn the relative quotations of different securities, dividends and other information of value to traders, will be greatly interested in "The Investors' Guide" of 260 pages, published by L. R. Latrobe & Co., 111 Broadway, a copy of which will be sent free on application to them.

Odd Lot Trading, which means trading in small lots from one share upward, is the favorite plan of small investors who desire a little experience in Wall Street. Write to John Muir & Co., specialists in odd lots, members of the New York Stock Exchange, 74 Broadway, New York, for a copy of their instructive free booklet "D," with useful information concerning odd lot trading.

With the Exchanges closed investors are still able to buy securities not listed and sold by bankers of standing. Bonds yielding 6 per cent. in denominations of \$500 and upward, secured by first mortgages, have been sold for over 30 years by S. W. Straus & Co., Mortgage and Bond Bankers, Straus Building, Chicago, and 1 Wall Street, New York. Their Circular No. 557H fully describes the nature of these investments. It can be had by writing to the above firm for a copy.

U G &E

Cities Served

Altoona, Pa.
Birmingham, Ala.
Bloomington, Ill.
Buffalo, N. Y.
Colorado Springs, Col.
Columbia, Pa.
Elmira, N. Y.
Hartford, Conn.
Harrisburg, Pa.
Houston, Tex.
Knoxville, Tenn.
Lancaster, Pa.
Leavenworth, Kan.
Little Rock, Ark.
Lockport, N. Y.
Memphis, Tenn.
New Orleans, La.
Richmond, Ind.
Terre Haute, Ind.
Wilkes-Barre, Pa.

SO LONG as cities continue to grow, their gas, electric and transportation properties will grow with them. In many states these properties are regulated and protected by Public Service Commissions.

¶ Their securities afford the highest return with the lowest risk of any of the standard investments.

¶ The most successful gas, electric and transportation companies are those which, through centralized control, participate in:

- (a) Expert management;
- (b) Highest engineering skill;
- (c) Wholesale purchases of supplies;
- (d) Financial co-operation and credit.

These benefits all result in low operating cost, increasing business, efficient and progressive service and reasonable rates to consumers.

¶ THE UNITED GAS & ELECTRIC CORPORATION serves, through operating companies, twenty prosperous and growing municipalities in the United States with a total population in excess of 2,200,000. For the year ending May 31st, 1914, the gross revenue of the operating companies was over \$28,000,000, and the net operating revenue over \$11,000,000.

¶ Your local banker and broker have information concerning the earnings of this Corporation and the financial and physical condition of its operating properties.

THE UNITED GAS & ELECTRIC CORPORATION
61 BROADWAY, NEW YORK

Ride a "RANGER"

1915 model bicycle and know you have the best. Buy a machine you can prove before accepting. DELIVERED FREE on approval and 30 days trial. NO EXPENSE to you, after trial you do not wish to keep it. LOW FACTORY COST, marvelous improvements and values never before equalled in our 20.5 offers.

WRITE for our big catalog showing our complete line of 20.5 bicycles, TIRES and sundries and learn the wonderful new offers and terms we will give you. You cannot afford to buy until you know what we can do for you. MEAD CYCLE CO., Dept. F174, CHICAGO

AGENTS Let us show you the best \$1500 a Year Sure paying canvassing business in the United States. Write today to the largest makers of transparent handled knives and razors for prod. A postal card will do. NOVELTY CUTLERY CO., 38 Bar St., CANTON OHIO

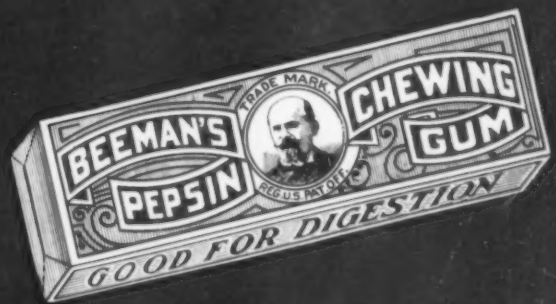
TYPEWRITERS ALL PRICES \$15.00 up. SOLD or RENTED anywhere at 1/4 to 1/2 MANUFACTURERS' PRICES, allowing RENTAL TO APPLY ON PRICE. Free Trial. Installment payments if desired. Write for catalog to TYPEWRITER EMPORIUM, 34-36 W. Lake St., Chicago

Be An Artist

MAKE MONEY Drawing Comic Pictures. Let the World's famous cartoonist, Eugene Zimmerman, spill a few ideas into your head. Get the Zim Book—it's chuck full of valuable suggestions. Price \$1.00, postpaid. Bound in 3-4 Morocco. Satisfaction Guaranteed. Money back if book returned within 10 days.

Address
Zim Book
Desk 8-13
Brunswick Bldg. New York

FOR SALE EVERYWHERE



THE ORIGINAL PEPSIN GUM

The Greatest War in History



Francis Joseph, of Austria.



Nicholas II, of Russia.



William II, of Germany.



Crown Prince Francis Joseph.



Grand Duke Nikolai Nikolayewitch.



Count von Moltke.

THE MEN WHO MADE EUROPE'S GREAT WAR

All Europe was convulsed by the peremptory demands made by the Emperor Francis Joseph of Austria-Hungary on Serbia as a result of the assassination of the Archduke Francis Ferdinand. It was generally assumed that Germany was behind Austria. Serbia, determining that it was not consistent with her honor to meet Austria's demands, gave an unsatisfactory reply and looked to Russia to defend her. The Czar accepted the implied challenge of Austria and Germany, and the efforts of Great Britain and France to avert war were unsuccessful. The responsibility may justly be placed upon the three war lords of Europe, the only Emperors in the civilized world whose power approaches that of absolute monarchs. Austria declared war against Serbia on July 28th. On August 1st, Germany declared war on Russia, alleging the mobilization of Russian troops on the German frontier. Immediately Germany marched through neutral states upon France, Russia's ally, with three armies. At that time no declaration of war had been made by either country. Each wished to throw the blame of the formal declaration on the other, but August 4th Germany declared that a state of war with France existed and claimed to the world that the latter country had been the aggressor. The advance through Luxemburg and Belgium, in violation of treaties, was construed by Great Britain as a challenge from Germany. The reason for this violation of neutral states is found in the fact that France is less strongly fortified on their frontiers.

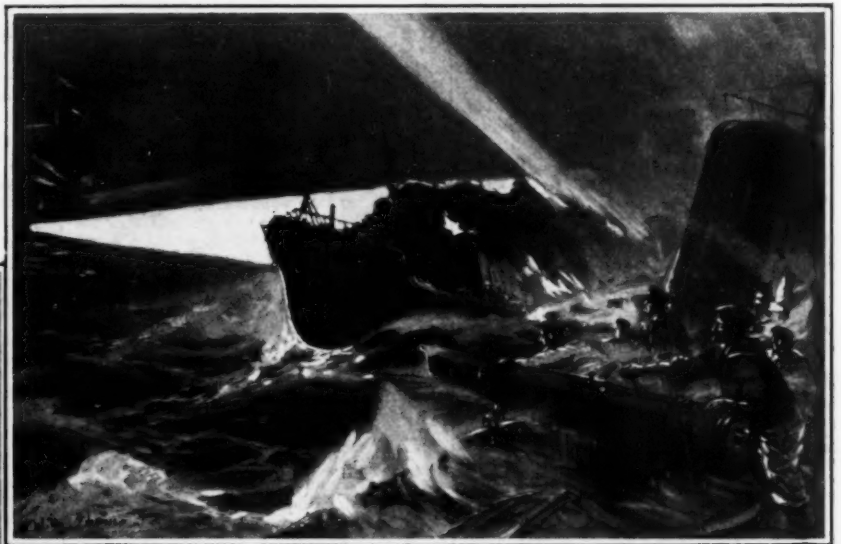
THE MEN WHO WILL FIGHT THE TERRIBLE WAR

The Emperors of Germany, Austria and Russia are the commanders-in-chief of their respective armies, but will not direct in person the field operations. The crown Prince Francis Joseph, of Austria, will be the military representative of the Emperor. Russian forces are under the command of the Grand Duke Nikolai Nikolayewitch, and Count von Moltke is the field commander of the German forces. Count von Moltke is a nephew of the great von Moltke, who commanded the victorious German army in the war against France, in 1870.



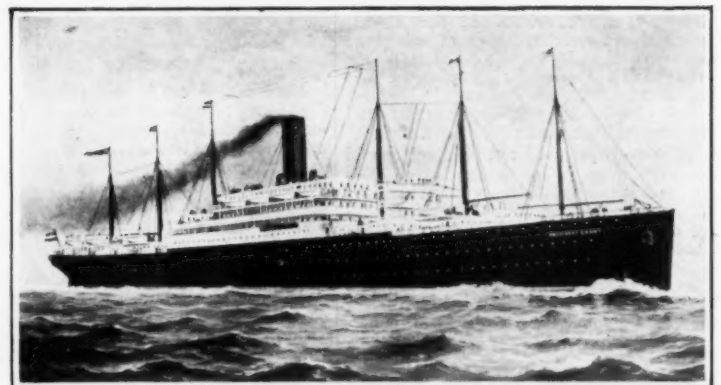
BATTLING IN AIR, ON LAND AND SEA

The great European war promises not only to be the world's greatest struggle, but is the first one in which combatants have actually been engaged on land and sea and in the air as well. It is entirely within the probabilities that the contending forces may be so engaged in a single battle, as for instance where a seaport is assailed by naval vessels and defended by land batteries, while a fleet of air ships hover over both combatants, gaining information and dealing death from mid-air. The aeroplane has already reduced the effectiveness of the submarine because it is possible to detect its presence at a considerable depth from high in air. Germany excels in her equipment of dirigible airships, but France is probably superior in the handling of the lighter and more mobile aeroplanes. The use of air craft for scouting purposes has been well demonstrated in maneuvers, but their effectiveness in actual fighting is still to be put to the test. It is certain, however, that they add greatly to the terrors of war.



TORPEDOES IN MODERN MARINE WARFARE

Rear Admiral Alfred T. Mahan, U. S. N., Retired, says that the problem of the torpedo in naval warfare will be put to the test in the present conflict, and the relative importance of the battleship and the submarine will be determined, probably in the North Sea. The illustration shows how a torpedo craft might strike a deadly blow to a battleship while herself menaced by a destroyer. Such conflicts are likely to be realized at any hour.



THE SHIP THAT GAVE A 900-MILE FREE EXCURSION

The Hamburg-American liner *President Grant*, with 105 cabin passengers and over 100 steerage passengers, was recalled by wireless because of the war which started after she left New York. She was 900 miles on her way to Europe when she turned back. When the passengers were landed in New York they received their full fares back, involving an expenditure of about \$20,000. The cost of their food on the free excursion was \$2,300. The ships of the nations involved were instructed to make for neutral ports where they will be safe from capture. The commerce of the world is paralyzed.



GERMAN SOLDIERS ON THE MARCH

The Kaiser has mobilized more than four million men, of whom he is hurling a million against France by three routes. Several army corps are guarding the Russian frontier. Germany had the better of the first skirmishes with Russia.

DEUTSCHE SOLDATEN AUF DEM MARSCH

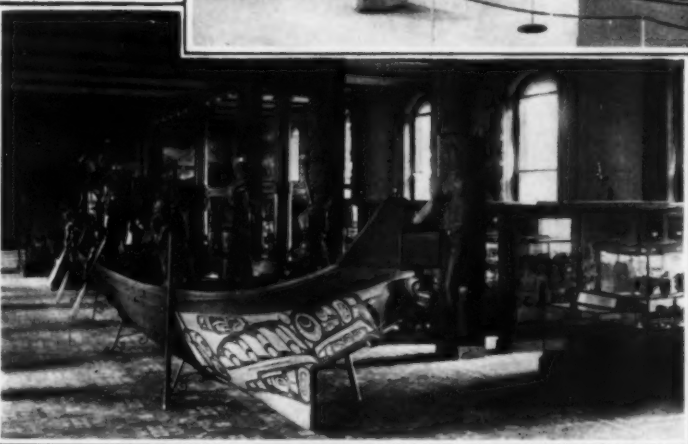
Der Kaiser hat mehr als vier Millionen Mann mobil gemacht von denen er eine Millionen auf drei Straßen gegen Frankreich schleudert. Mehrere Armeekorps bewachen die Russische Grenze. Deutschland gewann die ersten Schmaritzel mit den Russen.

A \$5,000,000 Gift to a Great Museum



IN THE CLIFFS OF THE PALISADES

A noted bird group at the Museum is "The Duck Hawk on the Palisades." The group shows the mature bird returning to her eyrie with her prey. The downy baby hawks are waiting eagerly for the mother's arrival with their repast. The background is an admirable reproduction of the majestic and mighty Palisades of the Hudson. The duck hawk, a species of falcon, does not build a nest, but lays her eggs on the bare rocks of cliffs.



A GIGANTIC INDIAN CANOE

A view of North Pacific Hall, devoted exclusively to the Indian tribes of the Alaskan Coast. The canoe, which was brought to the Museum from the Skeena River in Alaska, was dug from a single tree trunk. It is nearly 65 feet long and will carry forty people. It was used in a ceremonial to the dead, known as the potlatch or "giving ceremony," when possessions of all kinds were made offerings to their ancestors.

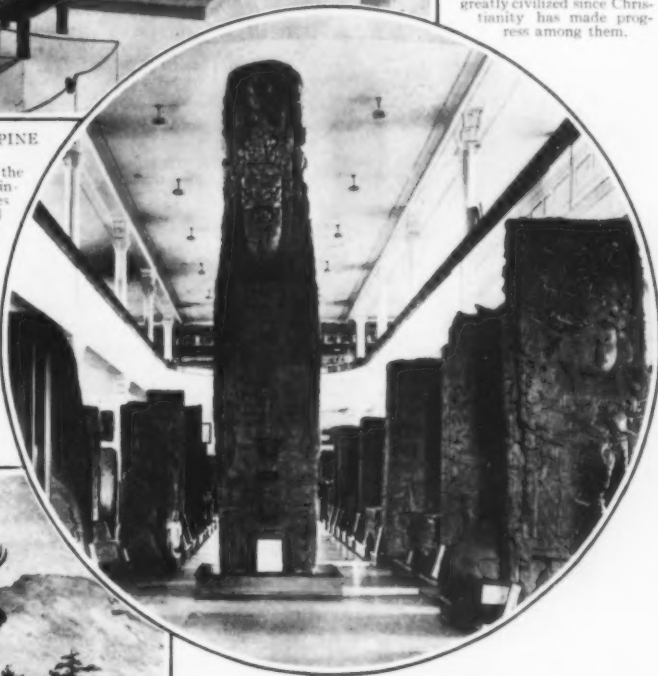


DISAPPEARING MONARCHS OF THE MOUNTAINS

A handsome group of Roosevelt Elk, which inhabits the coast range of mountains from British Columbia to northern California. These animals, formerly very abundant in the western ranges, are almost extinct due to indiscriminate and unnecessary slaughter.

IN THE PHILIPPINE HALL

The life, the people, the products and the industries of the natives of our largest colonial possession are all depicted in this attractive hall. In the foreground a native Filipino woman is weaving a garment. Some of the cloth made by the Filipinos is noted for its beauty, and the mats, shown on the walls about the room, are as beautiful as some Indian rugs.



ANCIENT MEXICAN AND CENTRAL AMERICAN MONUMENTS

These giant monuments carved from volcanic stone, date back to the days before Columbus discovered America, and are chiefly the handiwork of the Maya and Nahu Indians. The Tea Room at the Museum is modelled after the renowned Mitla ruins. Here one can study history and archaeology of ancient American periods while enjoying a good lunch.



THE AMERICAN MUSEUM OF NATURAL HISTORY

The greatest museum of natural history on this continent, and considered by many critics as one of the finest in the world. It is ideally situated at one of the many entrances to Central Park, in the very heart of New York City, and is accessible by many car lines. Visitors to New York should avail themselves of the opportunity the Museum affords for acquiring accurate and scientific information on any branch of natural history and natural science, absolutely free, as the museum is open, without admission charge, every day in the year. The maintenance of the Museum is provided for by the City of New York, but the funds necessary to procure specimens, to carry on explorations and various forms of scientific work, and to prepare and publish scientific papers and enlarge the library are raised by voluntary contributions from the Trustees and their friends. The greatest benefactor of the Museum was Morris K.

Jesup. He was a founder, a trustee and the third president of the institution. When he died in 1905 he bequeathed the Museum \$1,000,000. Recently, by the will of Mrs. Jesup, the Museum received the enormous sum of \$5,000,000. This huge gift will enable it to add greatly to its already rich collections and will materially help in financing the many exploring parties now in the field and about to start, and will further such work as is now being done by Dr. Whistler and Dr. Robert H. Lowrie and by Carl E. Akeley and other noted scientists. Such men as Roosevelt, Rainey, Peary, Andrews, Macmillan and Steffansson have all given of their scientific knowledge to the American Museum. The scientific research that will be carried on under this unusual bequest will remain as a lasting monument to Mr. and Mrs. Jesup.



A NATIVE OF NEW ZEALAND

Splendid bronze model of a living Maori warrior. The Maoris, formerly man-hunting savages, have been greatly civilized since Christianity has made progress among them.

*A Man's Drink
A Woman's Drink
Everybody's Drink*



Vigorously good—and keenly
delicious. Thirst-quenching
and refreshing.

The national beverage—and *yours*.

Demand the genuine by full name—
Nicknames encourage substitution.

THE COCA-COLA COMPANY
ATLANTA, GA.

Whenever
you see an
Arrow think
of Coca-Cola